


# Beer Industry Analysis, Future Growth, Business Prospects and Worldwide Forecast to 2027

*Beer Market Analysis-by Type (Pale ale), Source (Barley, Wheat, Rice), Packaging (Can), Production (Micro) and Region-Forecast to 2027*

PUNE, MAHARASHTRA, INDIA, August 18, 2017 /EINPresswire.com/ -- Market Research Future published a Half-Cooked Research Report (HCRR) on Global [Beer Market](#)



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Market - Overview



Major Key Players are Heineken N.V., SABMiller Plc., Anheuser-Busch InBev, Carlsberg Group, United Breweries Group (UB Group), Diageo Plc., Tsingtao Brewery, Molson Coors Brewing Company”

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Beer is one of the largely preferred alcoholic drinks/ brews worldwide. By and large Beer is brewed from Fermentable carbohydrates of several types such as rice, wheat, maize mixed with ingredients like yeast, water, hops and malted barley, etc. which gives it different color, flavors and taste. Beer is categorized by the ingredients added while brewing, its flavor, production Method (e.g. Draft, ale, lager), color, and origin. Out of which ale and lager are the two commercially popular types. At one time the words beer and ale were not synonymous. In the days before hops became ubiquitous, beer referred specifically to a fermented cereal beverage brewed with hops, while ale was brewed without hops. Today the most commonly used designations are ale and lager,

referring to beverages brewed with differing strains of yeast. But both ale and lager are beer.

The Global Beer market has been growing significantly. According to a recent study report published by the Market Research Future, the global beer market is bound to witness an impressive growth in terms of volume and value, with a striking CAGR during the forecasted period (2016 – 2027)

Imported beers and super premium beers have acquired the continuous surge in its popularity among consumers. With the exceeding sales figures of the global beer market, many brands are now experiencing tremendous success owing to the upsurge in the disposable income and changed lifestyle of consumers. Among the regular consumers there includes the health conscious populace too; whose demand has prompted the market for non-alcoholic beers. Established markets are also witnessing intense shifts in the high-calorie beer market trends and have developed a taste for low-calorie beer further, extenuating the niche segment. Similarly, the rising popularity of craft Beer has paved way for new players in the market.

Globally, the market for beer has been increasing due to urbanization and changing consumption

patterns. Many micro- brewers are coming up focusing only on the quality of the beer. Key drivers for the market are increasing westernization, developing socializing trends in youngsters. Hence, beer market is expected reach to a substantial growth at the end of the forecasted period with a significant CAGR during 2016 to 2027.

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Competitive Analysis-

The major Key Players in Beer Market are

Beer Market appears to be highly competitive and fragmented, key players operating in the global beer market compete on the basis of new product launches, flavors, and increased marketing activities. Innovation, mergers & acquisitions, and brand reinforcement remain the key trends for leading players of the market. With the established players adorning the market, it will be challenging for new entrance to make their way through. where the companies constantly launch new products to gain market share.

Market is going through several strategic partnerships collaborations. For instance, AB InBev entered into a partnership with Craft Brew Alliance to expand distribution of Kona Brewing beers to Brazil. The number of strategic partnerships between various vendors is expected to increase during the forecast period, thereby improving the sales and distribution network of beers across the globe.

Global Beer Market Players are also trying out the trends of bottling materials, e.g. the Alternatives to glass, such as PET, makers are using durable yet ductile, affordable, and sustainable packaging solutions such as cans. Consumption statistics also disclose a rapid growth in the number of female drinkers.

Profiled in MRFR Analysis some of the key players operating in Beer market are - Heineken N.V., SABMiller Plc., Anheuser-Busch InBev, Carlsberg Group, United Breweries Group (UB Group), and Diageo Plc., other prominent players of the beer market are Tsingtao Brewery, Molson Coors Brewing Company, Boston Beer Company, and Beijing Yanjing Brewery

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 115 numbers of pages of the project report "Beer Market - Forecast to 2027"

Market - Segmentation

The global Beer Market can be segmented in to 3 key dynamics for the convenience of the report and enhanced understanding;

Segmentation by Packaging: Comprises - Can, Bottle, Draft.

Segmentation by Production: Comprises - Micro and Macro.

Segmentation by Source: Comprises - Barley, Wheat, Rice, Corn, Millet, Sorghum, Cassava roots, Agave and others.

Segmentation by Type: Comprises - Pale ale, Stout, Mild ale, Lambic, Lager, Porters, Marzen, Bock and others

Segmentation by Regions: Comprises Geographical regions - North America, Europe, APAC and Rest of the World.

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At [Market Research Future \(MRFR\)](#), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR), and Market Research & Consulting Services.

MRFR team have supreme objective to provide the optimum quality market research and intelligence services to our clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help to answer all their most important questions.

In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

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