

Global Non-Alcoholic Beer Market 2017: Key Players: Heineken N.V. (Netherland), Anheuser-Busch InBev SA (Belgium)

PUNE, MAHARASHTRA, INDIA, January 25, 2018 /EINPresswire.com/ --

WiseGuyReports published new report, titled "Global Non-Alcoholic Beer Research Report"

Introduction

The definition of non-alcoholic beer differs by countries, for instance, in Arabic countries the maximum alcohol content for non-alcoholic beer is 0.1% V/V, in Germany, Holland, England and

Iran the permitted maximum alcohol content for non-alcoholic beverage is 0.5% V/V whereas in Spain the maximum alcohol content for non-alcoholic is 1% V/V.

With strong economic growth, emergence of a large and prosperous middle class, increasing consumers' cautiousness to spend along with high rates of migration from rural to urban areas has led to the influx of international retailers to the developing regions and has encouraged the construction of large value of new retail real estate. In Asia Pacific region, China is one of the most dynamic retail markets in the world, whereas India, Malaysia, Kazakhstan, Indonesia, and Turkey are also ranked higher in terms of retail development.

Robust economic growth, rising urbanization, explosion in the middle class population, cheap labor force, ease of doing business and rising disposable income has attracted international retailers to enter and expand in Asia Pacific & Latin American regions and gain strong foothold in the market. Asia Pacific countries such as Hong Kong, Shanghai and Beijing have seen the strongest tide of new market entrants to capitalize and leverage on the China growth story. In Southeast Asian region, Singapore is also the hotspot for retailers to operate and expand their business activities.

Non-alcoholic beer is a frequently consumed and popular beverage in Islamic countries. Moreover, according to Islamic laws, the consumption of alcohol in any form is totally forbidden.



Global Non-Alcoholic Beer

Consequently, there is a complete ban on the sale and production of alcoholic beer in Islamic countries. With the introduction of flavored non-alcoholic beer in the country by introducing a wide range of flavors such as fruit, coffee, vanilla, and others, the key players have been able to expand their market share. A brand named Fayrouz has a unique brewing process. It avoids fermentation of malt, so that alcohol is not produced. This led, Al Azhar, a university and Sunni Islam's most prestigious body, to approve the certification of this beer as halal and legally permit consumption of this non-alcoholic beer in the Islamic market.

ROW region is expected to retain its dominance throughout the forecast period. The market is projected to grow at a steady pace in the review period with registering a decent CAGR of 9. The significant reason of the increasing demand for non-alcoholic beer is the rising Muslim population in the Middle East region. Due to their religious ideologies, Muslim consumers always try to avoid alcoholic beverages. For them non-alcoholic beers are an attractive alternative. Global Non-Alcoholic Beer Market, by process, reverse osmosis segment is estimated to account maximum market proportion of over 48.8% by the end of 2017. Reverse-osmosis segment is projected to reach USD 2.94 Billion by the end of 2023. Vacuum segment is estimated to witness a steady CAGR of 8.18% during the forecast period of 2017-2023. Global Non-Alcoholic Beer market by type which includes alcohol free & 0.5% alcohol. Alcohol free beer will dominate this market, is projected to reach USD 3.04 Billion and will grow at a CAGR of 8.29% by 2023. 0.5% alcohol segment is estimated to grow at a highest CAGR of 8.27%, and value will reach USD 2.87 Billion during the forecast period.

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Key Players

The leading market players in the global Non- Alcoholic Beer market primarily are Heineken N.V. (Netherlands), Anheuser-Busch InBev SA (Belgium), Erdinger Weibbrau (Germany), Big Drop Brewing Co. (U.K.), Krombacher Brauerei (Germany), Bernard Brewery (Czech Republic), Suntory Beer (Japan)

Study Objectives of non- alcoholic beer Market Forecast to 2023

- Detailed analysis for individual micro and macro markets for non- alcoholic beer
- To estimate market size by Process, Type, Raw Material and Region
- To understand the supply and demand dynamics of non- alcoholic beer
- To provide region level market analysis and future outlook for U.S., U.K., Ireland, France, and South-East Asia
- Company profiling of major players & competitive positioning for the non- alcoholic beer market
- Value chain analysis and supply chain analysis of non- alcoholic beer
- Analysis of historical market trends, and technologies, and current government regulatory

requirements related to non- alcoholic beer market

Target Audience

- Non- Alcoholic Beer manufacturers
- Food Service industries
- Retailers and wholesalers
- Traders, importers and exporters

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