



Euromonitor
International

Beer in India

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer continues to grow at a steady pace in 2024

UB Group leads the oligopoly in beer in India

Lack of differentiation in taxation between low ABV and high ABV categories, coupled with the inability to set prices, restricts growth of beer

PROSPECTS AND OPPORTUNITIES

Companies set to continue focus on premiumisation as India develops at a rapid pace

Microbreweries will aid the growth of beer in India

Retail e-commerce remains underdeveloped with scope for expansion

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2024

Summary 2 - Number of Breweries 2019-2024

CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2019-2024

Table 2 - Sales of Beer by Category: Total Value 2019-2024

Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Beer by Craft vs Standard 2019-2024

Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024

Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024

Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024

Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029

Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029

Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029

Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in India - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2024

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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