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Global Study of Beer Market

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ABSTRACT
The main objective of this global study is to learn about the overall trend of the brewery industry. The brewery industry in some regions or countries has not expanded to its utmost potential but some regions have shown remarkable growth in the past few years. This study provides an overall idea of the industry along with global trends of production, consumption, import, export, regional analysis, and a review of a global company. The study provides information about the trends via country analysis, region analysis, per capita. It also provides a market overview of the industry and its potential to flourish over the years.
The trend of the industry has expanded previously and continues to the same extent the forecast of the industry helps to understand the revenue that will be yielded from the brewery in the coming years. The study also highlights the various share market value held by the country over this beverage.
The study will let you know the standings of the various countries globally concerning production, consumption, import, or export and how these standings have changed and wit what margins over the year.
The study also provides a basic concept of what the beverage Beer and its production methodology and its type and how the types of beer have affected the global beer market.

I. INTRODUCTION

Beer is the world's most widely consumed drink and is the third most popular drink overall after water and tea. Since the olden days, it is highly consumed hence some believe it to be the oldest fermented drink. Beer is an alcoholic drink manufactured by the saccharification of starch and fermentation of sugar which a result of starch saccharification.Beer is manufactured due to the starch and saccharification of enzymes often derived from malted cereal grains, the most commonly used grain is barley and wheat in its malted form. Most beer is flavored with hops, which adds bitterness and act as a natural preservative, though other flavorings such as herbs or fruit may occasionally be included. The preparation of beer is called Brewing. The brewery is the place or industry where beer production is carried out. There are many types of beer which are produced globally the major types are as follows:

1. Larger
2. Ale
3. Porter
4. Stout
5. Draught

Globally there are more than 10,000 breweries around the globe. It is no fact because beer is one of the oldest dated beverages. Among the global brewery count, 86% of the breweries are in the U.S and Europe. As of September 11, 2017, Switzerland has the most number of breweries per capita. This makes Switzerland with its 8.4 million inhabitants the country with the highest density of breweries in the world, even higher than in the United Kingdom, which later claimed this record for itself.The worldwide number of breweries has increased to more than 19,000 in 2016 according to a study of Alltech and Brewers Journal carried out in 209 countries and territories. The growth of the beer market is mainly due to the rising number of craft breweries globally, which already represents 94% of all breweries in the world. More than one quarter (4,750) of all 17,732 craft breweries worldwide are situated in the United States, where craft brewing in a modern sense started in the late 90s.The other countries with a larger number of craft breweries are:

1. UK (1,655)
2. Germany (1,295)
3. Italy (942)
4. Spain (664)
5. France (662)
6. Canada (612)
7. Netherlands (434)
8. Switzerland (419)
9. Australia (410).

II. MARKET OVERVIEW

2.1 GLOBAL MARKET ANALYSIS

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The revenue in the Beer Segments aggregates to Rs.33, 664,737m in 2020. The market is expected to grow by 9.4%annually. The United States generates the most revenue annually which totals Rs.6, 564,508m in 2020 which means that per person revenue is Rs.4, 523.36 in 2020 whereas the per capita consumption of the county stands at 22.6L in 2020.As per the report published by Technavio the global beer market during the year 2020-2024 is expected to grow with a steady CAGR of over 2% resulting in the growth of $97.1 Billion.

Beer still tops the list of consumption of alcoholic beverages.Portland, Oregon is the world's beer capital because of the density of craft beer manufactured annually. Portland is the city with the most number of breweries present in the world As of 2018 the global beer market was worth $ 603.1Billion in 2018.As per the report of Kirin Beer University's report on beer production by country in 2017 China for the 6th consecutive year ranked first for the production of beer annually.

The countries ranked based on beer production as follows:

1. CHINA

China ranked first for 6 years in a row for beer production china produces a double quantity of beer than its nearest competitor USA. China produced 30 million kiloliters of beer in 2017 despite having a 3.9% decrease. China accounts for a 20.8% share of the global beer market.

2. UNITED STATES

Despite the drop of 2.6% in the year the U.S still produced 21 million kiloliters and accounts for 11.4% of the global beer market.

3. BRAZIL

Brazil faced a gradual growth of 5% in its gross production which resulted in beer production of 14 million kiloliters and a market share of 7.3% in the global beer market.

4. MEXICO

In 2017 Mexico beer production surged 4.8% which resulted in a total of 11 million kiloliters of beer production and backed 5.8% shares in the global beer market.

5. GERMANY

Germany had a recession of 2% and produced a net of over 9 million kiloliters and Germany produces 4.9% of global beer.

6. RUSSIA

Compared to 2016 Russia's production declined 4.9% resulting in 7 million kiloliters of beer production. Russia holds 3.9% shares in the global beer market

7. JAPAN

Japan produced 5 million kiloliters of beer in 2017 which accounted for 2.7% of the global beer production market share.

8. UNITED KINGDOM

The United Kingdom had a growth of 0.7% by producing 4 million kiloliters and hold 2.3% of the global beer production market share.

9. VIETNAM

Vietnam produced about 4 million kiloliters of beer in 2017 and aimed to increase it by 4.5% in 2020.It accounted for 2.3% of the global beer production share market

10. POLAND

Poland produced about 4 million kiloliters and has seen a decrease of 2.1% since 2016 and held 2.1% in global market share.

Over the years these standings haven't changed much as China still prevails as the largest producer followed by the United States. Poland, Vietnam, and United Kingdom keep shuffling their standings among the top 10 beer producers in the world.

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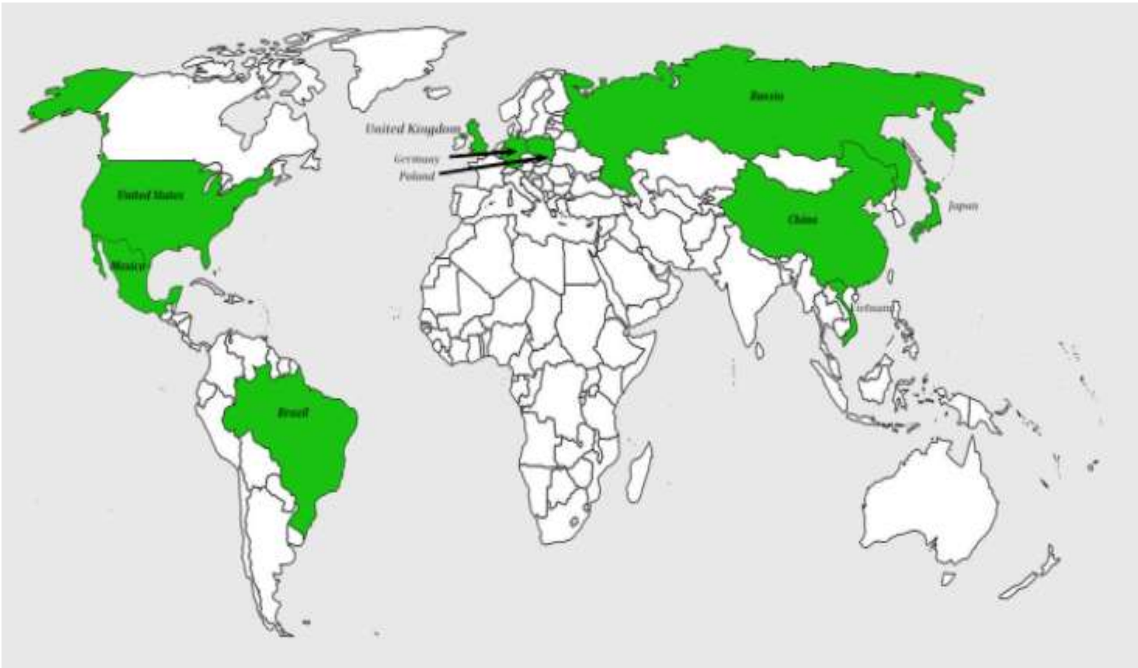

Figure 1.Countries producing the most amount of beer

Source: usabeerratings.com

2.2 GLOBAL BEER MARKET VALUE FORECAST

The Beer market worldwide is estimated to grow by US$89.1 billion, with a compounded growth of 2%in the coming forecasted period.

Lager, one of the segments or types of beer analysed, displays the potential to grow at over 2.4%. It is marketed studies that it will reach over US$335.6 Billion by the year 2025, Lager will bring in healthy gains adding significant momentum to global growth as it is highly accepted and is the most consumed type of beer.

Within European Continent, United States dominates the beer market hence the United States will maintain a 1.6% growth momentum which continues to remain an important element in the world economy, Germany will add over US$3.5 Billion to the region's size and clout in the next 5 to 6 years. Over US$2.7 Billion worth of projected demand in this region will come from the rest of the European markets. In Japan, the Beer market will achieve a market size of US$19.8 Billion by the close of the forecast period i.e. 2020-2025. As the world's second-largest economy and the dominator in the Asian Continents and key playersin global markets, China exhibits the potential to grow at 3.2% over the next couple of years and add approximately US$24.4 Billion in terms of the overall growth of the beer market of the region.

Several macroeconomic factors and changing lifestyles and acceptance of low alcohol content in the beverages, Rapid urbanization, Popularity of Beer amongst the youth contributes to the growth of the flourishing of the Global Beer Market. Long with these external factors, some internal factors such as the production techniques, Consumer acceptance, Quality of the product also contribute to the growth of this arena.The global beer market is projected to grow at a CAGR of 5.5% during the time period of the next 5 years that is until 2025.

Apart from the Larger type of the beer market of the craft beer is also increasing because of the new technique of manufacturing as it incorporated flavored malts resulting in flavored Beer which gaining popularity immensely especially in the millennials.

Another reason for the steady growth of the sector is due to the upcoming of new Breweries around the globe. Lately, the potential of this market is becoming popular hence more and more people are investing in the market. Also, due to the new upcoming breweries,consumers have more opportunities to choose from the unique beers of the brewery or the ones already present in the

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market. According to Brewers Association, in the United States, there were around 7,450 breweries in 2018 and the number of breweries witnessed a growth rate of 12.9% from the period 2014-2018.

Growing Preference for Low Alcohol by Volume (ABV)

There has been a slow shift but a significant shift amongst the preference of the alcohol content still in some regions of the globe the consumers still prefer beverages with higher alcohol content hence there has been a consistent growth in preference for low alcohol by volume beverages and the sales of non-alcohol and low-alcohol beers have been rising with the growing interest due to health-consciousness trends and also consumers get a wider choice of new ranges with improved taste. Another driving factor is that the low-alcohol beers are cheaper compared to the beverages that have higher alcoholic equivalents of 2.8% ABV and less. The cost reductionwould then eventuallydrive the market for low- alcohol content drinks such as craft beer. The scenario is much prominent in European countries like Sweden where brewers are seeking to bring changes to the craft beer market and such innovations in the traditional method are appreciated by the consumers.

Competitive Landscape

The global beer market is increasing rapidly as the breweries outperform the broader, stagnant category with their more flavorful offerings and rapid expansions and economic pricings and the quantity and quality parameters provided by the manufacturer (the off-trade value of the craft beer market has been taken into consideration while evaluating the market share of key players). The major dominators of the global market provide a wide range of product portfolio for instance companies like Anheuser-Busch InBev, Molson Coors, Heineken, Boston Beer Company, Constellation Brands, SABMiller, and Carlsberg Group accounted for a considerable market share globally. Their target population, branding, strategies, and other constitutional factors have led them to dominate the global market.

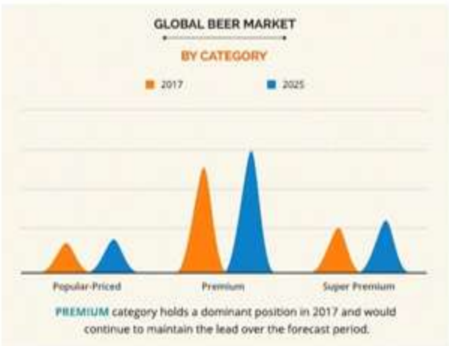

Figure 2: Global Beer market Trend 2017-22

Source: Zion Research Analysis2017

III. GLOBAL BEER PRODUCTION

3. 1 GLOBAL BEER PRODUCTION BY VOLUME

2018 had seen the highest growth of beer production in 5 years to achieve the yield of 191 million kilolitres according to a report produced by Japan's brewing giant Kirin. The report was published with the reference to a questionnaire sent to 171 Breweries which revealed that the year's global beer production was mostly attributed to Mexico which produced 1.09 million kilolitres which were 90% of global beer production estimated in 2018.

Countries like the Philippines Russia and China also contributed to Global beer production.Global beer production was approximately 191.10 million kiloliters in 2018 which was 0.6% more compared to 2017 and the highest in 5 years of the 1.09 million kilolitres increase in production from the previous year,

3.2 GLOBAL BEER PRODUCTION BY REGION

Approximately 90% came from Mexico (an approximate increase of 970,000 kilolitres, or 8.8%, from the previous year). Countries like Russia (an approximate increase of 310,000 kilolitres, or 4.1%, from the previous year) and the Philippines (an approximate increase of 220,000

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kilolitres, or 11.0%, from the previous year) also contributed to the increase in global production.

China for over the past years has had a strong over the market and still, China remains at the apex of the production market hence by region Asia remained the largest producer of beer in 2018 despite facing a decrease of 1.4% in annual beer production compared to the previous year but it still is the largest producer of beer by region. Asia holds a 32% share of the global beer market. For ten consecutive years, Asia has remained at the pinnacle of the beer market.

Apart from Asia, all the other regions have seen minute growth in beer production in comparison to the previous years. Asia stands first followed by Europe that witnessed an increase of 2.1%and a market share of 27.3%. Central and South America stood third and fourth respectively with a combined increase of 2.1% and a market share of 19.3%. The fifth position was backed by Africa that had an increase of 1.7% anda market share of 7.4%.

Table 1: BeerProduction by Region, Growth from Previous Year, and Global Market Share
Source: Kirin Holdings

2018 Rank	2017 Rank	Region	Production Volume in 2018 (kl)	633 ml Bottle Equivalent (million bottles)	Growth from Previous Year	Global Market Share	Production Volume in 2017
		Asia Total	61,223,600	96,720	-1.4%	32.0%	62,101,200
		Japan*	5,108,300	8,070	-2.7%	2.7%	5,247,800
1	1	Asia (excluding Japan)	56,115,300	88,650	-1.3%	29.4%	56,853,400
2	2	Europe	52,099,700	82,306	2.1%	27.3%	51,006,700
3	3	Central and South America	36,845,600	58,208	2.9%	19.3%	35,822,100
4	4	North America (United States and Canada)	23,625,700	37,323	-1.7%	12.4%	24,041,300
5	5	Africa	14,093,700	22,265	1.7%	7.4%	13,861,300
6	6	Oceania	2,055,300	3,247	-0.8%	1.1%	2,071,500
7	7	Middle East	1,116,400	1,764	4.3%	0.6%	1,069,900
		Global Total	191,060,000	301,833	0.6%	100.0%	189,974,000

* Production volume in Japan is a combination of beer, happo-shu (low-malt beer), and new genre (non-malt beer).

* Due to rounding, the numbers may not actually add up to the total.

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Source: Kirin Holdings

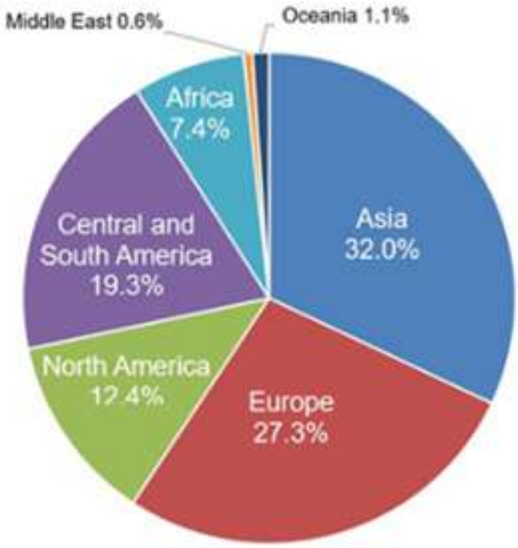

Figure 2: Global Market Share of Beer Production by Region

Source: Kirin Holdings

3.3 GLOBAL BEER PRODUCTION BY COUNTRY

As per the country production analysis, China remained the largest beer-producing country in the world for the 17^{th} consecutive year. China defended this rank despite facing a decrease of 2.2% compared to the previous year. China was followed by the United States, which also had a decrease of 1.7%, and Brazil which had an increase of 1%. Japan remained seventh seeking a decrease of 2.7% compared to the previous year.

In 2018 global beer production increased by about 1.09 million kilolitres and yielded approximately 191.10 million kilolitres this figure in comparison with 2017 had an annual increase of 0.6%

By country, China remained the largest beer-producing country in the world for the 17th consecutive year, even with a decrease of 2.2% in 2018 compared to the previous year. It is followed by the United States, which experienced a decrease of 1.7%, and Brazil, which increased its rate by 1.0%. Japan remained in seventh place, seizing a decrease of 2.7% in 2018 compared to the previous year. The Philippines secured the fourth position with an increase of 11.0% from the previous year, for fourth consecutive Philippines have been having an increase and has made a jump from the 20^{th} position to the 17^{th}position. Comparing global beer production in 2018 with that of 10 years ago, there has been an increase of approximately 8.78 million kilolitres that is a growth rate of 4.8%. Brazil has had the largest increase in volume, growing by approximately 3.80 million kilolitres. It is followed by Vietnam with an approximate increase of 2.85 million kilolitres and Mexico at an increase of approximately 1.25 million kilolitres.

In 2018, global beer production increased to about 1.09 million kilolitres to reach approximately 191.10 million kilolitres. In comparison with 2017, there was an annual increase of 0.6%.

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2018							2017	
2018 Rank	2017 Rank	Country	Production Volume (kl)	Growth from Previous Year	Global Market Share		Production Volume (kl)	Growth from Previous Year
					Incremental (%)	Cumulative (%)		
1	1	China	38,927,200	-2.2%	20.4%	20.4%	39,786,600	-3.9%
2	2	United States	21,460,700	-1.7%	11.2%	31.6%	21,833,600	-2.3%
3	3	Brazil	14,137,900	1.0%	7.4%	39.0%	14,000,000	5.0%
4	4	Mexico	11,980,000	8.8%	6.3%	45.3%	11,010,000	4.9%
5	5	Germany	9,365,200	0.7%	4.9%	50.2%	9,301,300	-2.0%
6	6	Russia	7,747,000	4.1%	4.1%	54.2%	7,440,000	-4.9%
7	7	Japan	5,108,300	-2.7%	2.7%	56.9%	5,247,800	-2.1%
8	8	Vietnam	4,300,000	-1.7%	2.3%	59.2%	4,375,000	15.4%
9	9	United Kingdom	4,228,200	4.5%	2.2%	61.4%	4,046,100	-7.5%
10	10	Poland	4,093,000	1.4%	2.1%	63.5%	4,038,200	-2.4%
11	11	Spain	3,837,000	2.0%	2.0%	65.5%	3,762,100	3.2%
12	12	South America	3,135,000	-3.0%	1.6%	67.2%	3,232,000	1.0%
13	13	Netherlands	2,453,000	1.1%	1.3%	68.4%	2,427,100	-1.2%
14	14	India	2,360,000	4.9%	1.2%	69.7%	2,250,000	1.8%
15	16	Colombia	2,276,600	4.0%	1.2%	70.9%	2,189,300	4.3%
16	17	France	2,237,500	3.0%	1.2%	72.0%	2,172,700	5.2%
17	20	Philippines	2,220,000	11.0%	1.2%	73.2%	2,000,000	21.2%
18	15	Canada	2,165,000	-1.9%	1.1%	74.3%	2,207,700	-1.0%
19	18	Belgium	2,100,000	-0.9%	1.1%	75.4%	2,120,000	2.8%
20	21	South Korea	2,004,200	0.2%	1.0%	76.5%	2,000,000	0.0%
21	22	Czech	1,995,600	4.5%	1.0%	77.5%	1,909,700	-1.0%
22	19	Thailand	1,927,900	-7.2%	1.0%	78.5%	2,077,300	-13.6%
23	23	Argentina	1,914,000	1.5%	1.0%	79.5%	1,885,600	4.8%
24	24	Ukraine	1,807,000	1.5%	0.9%	80.5%	1,780,000	-1.0%
25	25	Nigeria	1,800,000	2.9%	0.9%	81.4%	1,750,000	-32.7%
		Global Total	191,060,000	0.6%	100.0%	100.0%	189,974,000	-0.6%

Table 2:Beer Production by Country in 2018

Source: Kirin Holdings

IV. GLOBAL BEER CONSUMPTION

4.1 GLOBAL BEER CONSUMPTION BY VOLUME

Global Beer Consumption in the year 2018 approximated to 188.79 million kilolitres which compared with 2017 had an increase of 0.8% which has been the highest in the last four years. The volume of beer consumed in 2018 is equivalent to 298.2 Billion 633ml bottles, which had an increase of about 1,540,000 which is equivalent to approximately 2.4 billion 663ml bottles with comparison to the previous year 2017. On calculating the increasing percentage globally was 0.8%.

4.2 GLOBAL BEER CONSUMPTION BY COUNTRY

With reference to section 3.1 and 3.3 of this report China is has been the largest producer of beer in 2018. With respect to the global consumption trend of beer, China has consumed the most quantity of beer in the year 2018 For 16 years China has been the largest producer as well as consumer of Beer. Despite having a decrease of 2% in the consumption rate of 2017 China has never lost its apex standing since 2003.It is followed by the United Kingdom that a notable increase of 5.7% in its consumption rate even the Philippines consumption rate had a notable rise of 8.8% in its consumption rate.

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2018 Ranking	2017 Ranking	Country	2018 Total Consumption (thousand kl)	2018 Global Market Share	2018 Growth Rate 2017-2018	2017 Total Consumption (thousand kl)	2017 Global Market Share
1	1	China	39,362	20.9%	-2.0%	40,166	21.4%
2	2	United States	24,029	12.7%	-0.4%	24,137	12.9%
3	3	Brazil	12,662	6.7%	0.8%	12,565	6.7%
4	4	Mexico	8,982	4.8%	5.3%	8,532	4.6%
5	5	Germany	8,321	4.4%	1.3%	8,218	4.4%
6	6	Russia	7,819	4.1%	-2.4%	8,008	4.3%
7	7	Japan	5,108	2.7%	-0.1%	5,116	2.7%
8	8	United Kingdom	4,856	2.6%	5.7%	4,594	2.5%
9	9	Vietnam	4,667	2.5%	7.1%	4,356	2.3%
10	10	Spain	4,051	2.1%	0.0%	4,050	2.2%
11	11	Poland	3,741	2.0%	-1.5%	3,798	2.0%
12	12	South America	3,447	1.8%	2.4%	3,365	1.8%
13	13	India	2,831	1.5%	5.7%	2,678	1.4%
14	14	Colombia	2,362	1.3%	3.6%	2,281	1.2%
15	15	Thailand	2,248	1.2%	1.6%	2,212	1.2%
16	16	France	2,163	1.1%	2.7%	2,106	1.1%
17	19	Philippines	2,158	1.1%	8.8%	1,984	1.1%
18	17	Canada	2,061	1.1%	-0.4%	2,070	1.1%
19	21	Czech Republic	2,033	1.1%	4.7%	1,942	1.0%
20	20	Italy	2,032	1.1%	3.2%	1,968	1.1%
21	18	South Korea	2,014	1.1%	0.4%	2,006	1.1%
22	23	Romania	1,938	1.0%	3.4%	1,875	1.0%
23	24	Australia	1,892	1.0%	1.3%	1,869	1.0%
24	22	Argentina	1,825	1.0%	-2.7%	1,875	1.0%
25	25	Ukraine	1,814	1.0%	-0.4%	1,821	1.0%

Table 3: Global Beer Consumption by Country in 2018
Source: Kirin Holdings

4.3 GLOBAL BEER CONSUMPTION BY REGION

Region-wise globally Asia and North America region saw a significant increase in its beer consumption rate.

For 11 years Asia has been the region that consumes the most beer regardless of comparison with 2017 it has had a decrease of 0.1% but countries like Vietnam, India, Thailand, and the Philippines had an increase of 7.1%, 5.7%, 1.6%, and 8.8% respectively. Whereas China had a decrease of 2% in the year 2018.

Africa is another region that had growth in beer consumption for the eighth consecutive year. The annual increase in Africa summed to 4.4% in 2018.

Followed by Asia, Europe is the second-largest region that consumes the most amount of beer since previous years and these statistics haven’t changed much all these years.

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Region	2018 Total Consumption (thousand kl)	633 ml Bottle Equivalent (million bottles)	Growth Rate 2017-2018	Global Market Share	2017 Total Consumption (thousand kl)
Japan*	5,108	8,070.0	-0.1%	2.7%	5,116
Asia (excluding Japan)	57,678	91,117.7	-0.1%	30.6%	57,755
Asia	62,786	99,187.7	-0.1%	33.3%	62,870
Europe	49,583	78,329.4	1.2%	26.3%	48,982
Central and South America	32,710	51,675.2	1.6%	17.3%	32,211
North America	26,089	41,215.5	-0.4%	13.8%	26,206
Africa	14,058	22,208.7	4.4%	7.4%	13,471
Oceania	2,339	3,695.4	0.8%	1.2%	2,322
Middle East	1,222	1,930.8	2.6%	0.6%	1,191
Global Total	188,788	298,242.7	0.8%	100.0%	187,252

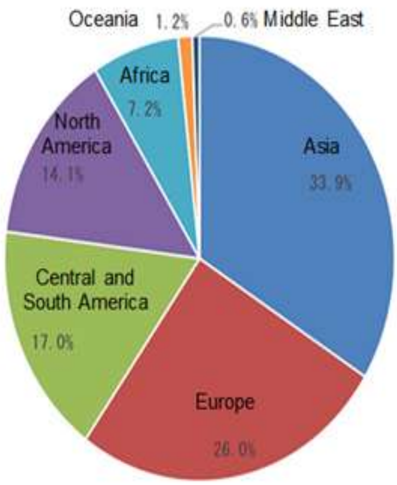

Table 4: Beer Consumption by Region in 2018

Source: Kirin Holdings

4.4 GLOBAL BEER CONSUMPTION PER CAPITA

Per capita consumption is the yearly consumption of beverage by each person, derived by dividing the quantity of beverage consumed by the total population of the country. In simpler words, it is the average beverage consumption of the country.

According to the research of Japanese Beverage Company Kirin, Czech Republic has topped the per capita beer consumption for the 26th consecutive year. The Czech Republic has been at the apex since 1993.

Czechs drank 191.8 Litres of beer per person in 2018 which is equivalent to 303 bottles of 663ml.

Amongst the top beer consuming countries, there was an increase in the consumption per capita from 2017 to 2018.

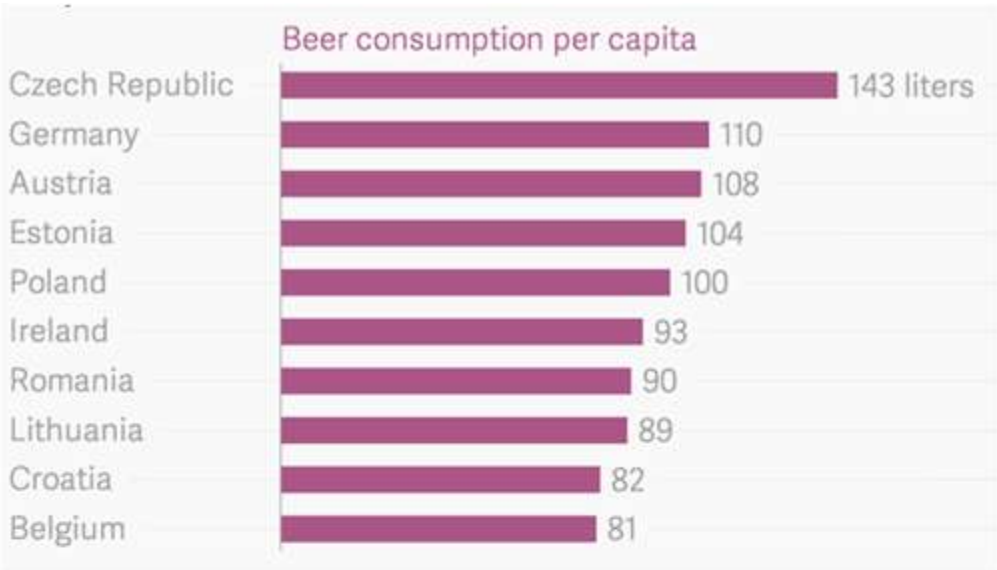

Figure 6: Global Beer Consumption Per Capita

Source: Euromonitor via The Telegraph

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V. GLOBAL BEER EXPORT

5.1 GLOBAL BEER EXPORT BY REGION

In the year 2019, the international sales of Beer Exports totaled US$ 15.5 Billon. This amount is a clear reflection of 20.7% growth for all the shippers. This increase in the revenue is calculated upon comparison to the five years starting since 2015 at that time the global beer revenue was $12.9Bilion, There has been a steady increase in sales until 2018 to 2019 where the market had an -1.8% drop in the sales.

Region-wise European region had the highest dollar worth of exported beer overseas during the year 2019 where the shipments were valued at $8.9billion or 57.4% of the worldwide in total. Europe was followed by North America, The share of this region in export value in 2019 was 32.8%. The third spot was backed by Asia by 6.6 %.

There was a contribution of other regions it was comparatively a smaller contribution but the contribution of other regions was as follows: Latin America (1.5%) excluding Mexico but including the Caribbean, Africa (1.3%), and Oceania (0.4%) led by New Zealand and Australia.

5.2GLOBAL BEER EXPORT BY COUNTRY

Some exporters have been leading the export sector of the beer market fora long time in the top 15 countries that have exported the highest value worth of beer in the year 2019 are as follows:

1) Mexico:
Mexico had exported 26.9% of total beer which was worth US$4.2 Billion.

2) Netherlands:
Netherlands had exported in total 13.3% of total beer which was worth US$2.1 Billion.

3) Belgium
Belgium had exported in total 12.7% of total beer which was worth US$2 Billion.

4) Germany
Germany had exported a total of 8.6% of total beer which was worth US$1.3 Billion.

5) United States
United States had exported in total 5.2% of total beer which was worth US$805.9 Million.

6) United Kingdom
United Kingdom had exported in total 4.1% of total beer which was worth US$639 Million.

7) France
France had exported in total 2.3% of total beer which was worth US$350.9 Million.

8) Ireland
Ireland had exported in total 2.2% of total beer which was worth US$342.3 Million.

9) Czech Republic
Czech Republic had exported in total 2.1% of total beer which was worth US$330.6 Million.

10) Denmark
Denmark had exported in total 1.8% of total beer which was worth US$ 276.6 Million.

11) China
China had exported in total 1.6% of total beer which was worth US$ 255.3 Million.

12) Spain
Spain had exported in total 1.6% of total beer which was worth US$255.1 Million.

13) Italy
Italy also had exported in total 1.6% of total beer which was worth US$ 253.2 Million.

14) Poland
Poland had exported in total 1.3% of total beer which was worth US$ 206.6 Million.

15) Russia
Russia had exported in total 1% of total beer which was worth US$ 147.9 Million.

These 15 countries in 2019 combined shipped overall 86.3% of global beer.

In comparison to the previous years since 2015 countries like Mexico (64.2% up), Belgium (54%up), Russia (41.2%up), and China (39.3%up) have been the fastest-growing economies to the brewery industry. Unlike these countries United Kingdom (-17.4% down), France (-9.8% down) and Denmark (39.3% down) had a decline in their exported beer sales.

As per Investopedia net export value of a country is the country's total export minus the value of its total imports hence in the year 2019 the country that had the highest positive net exported internationally in Mexico. On the contrary, The United States had the highest negative net export in the year 2019. Due to this other countries had a great opportunity for supplyingbeer that helped to powerfully satisfy the powerful demand globally.

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RANK	EXPORTER	BEER EXPORTS (US$)	2018-9
1.	Mexico	$4,173,399,000	-7.1%
2.	Netherlands	$2,060,477,000	+1.3%
3.	Belgium	$1,969,207,000	+9.2%
4.	Germany	$1,342,607,000	-2.6%
5.	United States	$805,928,000	+19.8%
6.	United Kingdom	$639,038,000	-2.2%
7.	France	$350,883,000	-14%
8.	Ireland	$342,256,000	+2.8%
9.	Czech Republic	$330,557,000	+3.8%
10.	Denmark	$276,470,000	-5.9%

Table 5: Global Beer Export by Country in 2019
Source: World stop exports

VI. GLOBAL BEER IMPORT

6.1 GLOBAL BEER IMPORT BY REGION

The global beer import of 2019 totaled US$16.6 billion. Since 2015 overall the cost of beer imports increased by 24.1%, in 2015 the overall beer purchase was costed at $13.4 billion. From 2018 to 2019 the import of beer increased by 1.7%.

Region-wise North America had imported the highest value of imported beer that cost $6.5 billion or about 39% of the global imported beer. North America was followed by European importers which were 35.4% while 14.1% of the imported beer was delivered to the consumers in Asia.

The smaller percentages of beer import were from Latin America (5.3%) excluding Mexico while including the Caribbean it is followed by Africa (3.2%) and Oceania (2.5%) which is led by Australia and New Zealand.

6.2 GLOBAL BEER IMPORT BY COUNTRY

Some countries have dominated the import of the beer market to fulfill the power demand for beer consumption in their respective countries. These are the standings of the top 15 countries that have imported the most amount of beer globally.

The global ranking is as follows:

1. United States: US$5.9 billion (35.2% of total imported beer)
2. France: $1 billion (6.1%)
3. China: $820 million (4.9%)
4. United Kingdom: $663.5 million (4%)
5. Italy: $649.9 million (3.9%)
6. Canada: $546.5 million (3.3%)
7. Germany: $517.2 million (3.1%)
8. Netherlands: $491 million (3%)
9. Spain: $335.6 million (2%)
10. Australia: $331.8 million (2%)
11. Russia: $323.9 million (1.9%)
12. South Korea: $280.9 million (1.7%)
13. South Africa: $242.5 million (1.5%)
14. Chile: $222 million (1.3%)
15. Ireland: $221.4 million (1.3%)

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The total beer import of these top 15 countries in 2019 accounted for 75.3% of the total beer import globally.

The United States imported nearly 35.2% of total imported beer, it had the highest worth of beer imported beer that accounted for US$5.9 billion.

Amongst these rankings since 2015 the fastest growing market for beer has been in South Africa (277.9% up), Russia (192.7% up), South Kores (98.1% up), and Netherlands (74.8% up).
One amongst these top suppliers of beerCanada in 2019 experienced a decline of -2.6% in its imported beer purchase.

RANK	IMPORTER	BEER IMPORTS (US$)	2018-19
1.	United States	$5,852,894,000	+4.9%
2.	France	$1,016,873,000	+3.3%
3.	China	$820,006,000	-9.3%
4.	United Kingdom	$663,515,000	-8.8%
5.	Italy	$649,900,000	-3.8%
6.	Canada	$546,509,000	-4.7%
7.	Germany	$517,193,000	-1.1%
8.	Netherlands	$491,010,000	+11.6%
9.	Spain	$335,566,000	-0.2%
10.	Australia	$331,750,000	+4.9%

Table 6: Global Beer Import by Country in 2019

Source: World stop exports

VII. REGINOL ANALYSIS OF BEER MARKET IN INDIA

7.1 BEER IMPORT IN INDIA

The net value of the import of this commodity in India for the year 2019 totaled to $11.4million. In comparison to the previous year, 2018the commodity had a decline of 10.1% in its sales in 2019 the decline accounted for a loss of $1.29 million. The same commodity yielded $12.7 million through its sales in 2018.
Imports of beer from various countries account for 0.002% of total import flow to India through import. In 2019 total imports in India accounted for $478 million whereas the same commodity had cumulatively accounted for $507 million in 2018 hence the decrease in the value.

The top traders or suppliers of beer to India in 2019 are as follows:

- Mexico with a share of 30% (3.52 million US$)
- Belgium with a share of 26% (3.01 million US$)
- Singapore with a share of 9.01% (1.03 million US$)
- Bhutan with a share of 6.25% (717 thousand US$)
- Germany with a share of 5.02% (576 thousand US$)
- Netherlands with a share of 3.9% (448 thousand US$)
- Korea with a share of 2.12% (244 thousand US$)

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- Nepal with a share of 2.05% (235 thousand US$)
- Russia with a share of 1.56% (179 thousand US$)
- United Arab Emirates with a share of 1.44% (165 thousand US$)

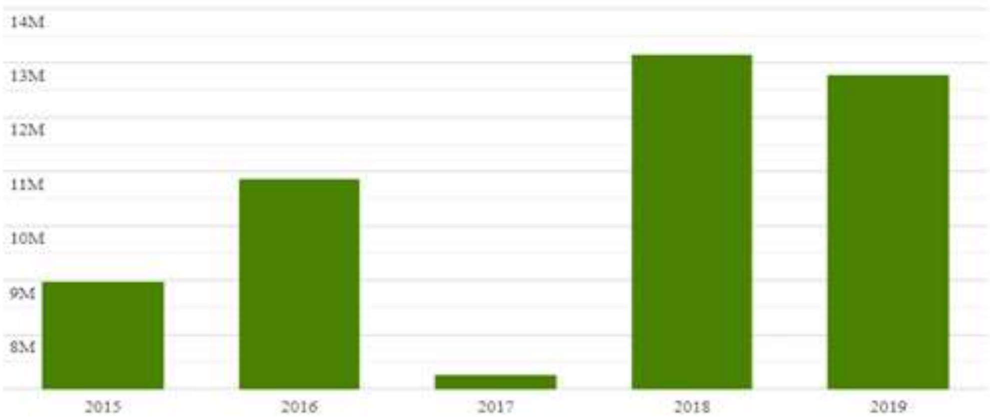

Figure 7: Beer Import in India over the last 5 years.

Source: Trade economy

7.2 BEER EXPORT IN INDIA

The net value of the export of this commodity in India for the year 2019 totaled to $40 million. In comparison to the previousyear 2018, the commodity had a decline of 5.71% in its sales in 2019 the decline accounted for a loss of $2.42 million. The same commodity yielded $42 million through its sales in 2018.

Exports of beer to various countries accounted for 0.012% of the total export flow from India through exporting. In 2019 total exports in India accounted for $323 billion whereas the same commodity had cumulatively accounted for $322 billion in 2018 hence the decrease in the value.

The top export destinations of Beer from India in 2019 are as follows:

- United Arab Emirates with a share of 46% (18.5 million US$)
- Singapore with a share of 30% (12.1 million US$)
- Bahrain with a share of 5.56% (2.22 million US$)
- USA with a share of 5.29% (2.11 million US$)
- Malaysia with a share of 5.27% (2.1 million US$)
- China - 388 thousand US$
- Netherlands - 341 thousand US$
- Seychelles - 247 thousand US$
- Japan - 226 thousand US$
- New Zealand - 219 thousand US$

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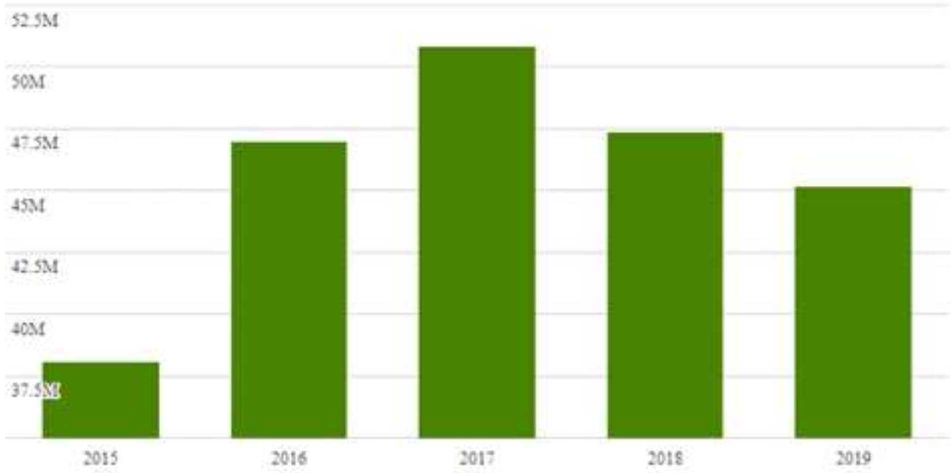

Figure 8: Beer export in India over the last 5 years.

Source: Trade economy

7.3 BEER CONSUMPTION IN INDIA

India comes in the Asia-Pacific region in comparison to the other countries of this region India's per capita consumption of beer is comparatively low but the market has a huge potential to grow in the coming years due to the urban development of various working women and youngsters have started consuming beer as a social drink.

India is a country that still prefers strong alcoholic content beverages such as whiskey, brandy, vodka, etc. but this scenario is changing and it is easily noticeable because in 2005 the consumption of beer was 100 million but in 2019 it was registered to be 300 million the past decade has shown robust growth and these statics were revealed by the beverage company UBL which manufactures kingfisher beer which is the most consumed beer brand in India.

Young Indians are exploring the alcoholic beverage market and are trying out low alcoholic or no alcoholic content beverages due to rising health concerns. Some of the states of the county don't allow the sales of alcoholic beverages hence to capture the market apex global company Anheuser-Busch InBev have introduced their variants with no alcoholic content other companies have also used the same functional strategy.

The market of India is still at a very budding stage and it could develop due to the changes in the governmental policies and reduction in the high taxes. Amidst the Covid-19 home delivery of beer was allowed which affected the beer market growth positively. The share market of Beer with low alcohol content or no alcohol content is nearly over 85%.

The various company that has introduced non-alcoholic content beers have done this for the sole reason of attracting more consumers mainly youngsters to consume their product. Whereas a survey from Mintel revealed that respondents to the survey aged 25-34 and they wish to switch from standard strong beer to low or non-alcoholic variants of beer.

Strong beer having an alcoholic content of 6-8% accounts for nearly 85% or more total beer consumed as per the report of UBL 2019-2020. UBL's report also revealed that the policies in place for sales of beer in India rely upon the states and hence with the support of the government open up to higher export potential.

Except this year's revenue beer market has shown steady growth because over 30% of the cumulative population is youth and youth consider beer as a perfect companion after work in the cooperate world in which Heineken holds the majority stakes.

Sales from all the variants of the drink cumulatively total $13.77 in 2019 which is surely quite low given the potential of the country's market but these statistics could develop because companies have launched product variants which

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are demanding in the country's market hence post this pandemic the market could expand to its potential.

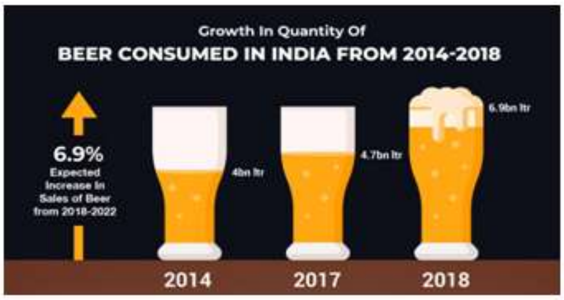

Figure 9: Beer consumption in India 2014-18

Source: Posist

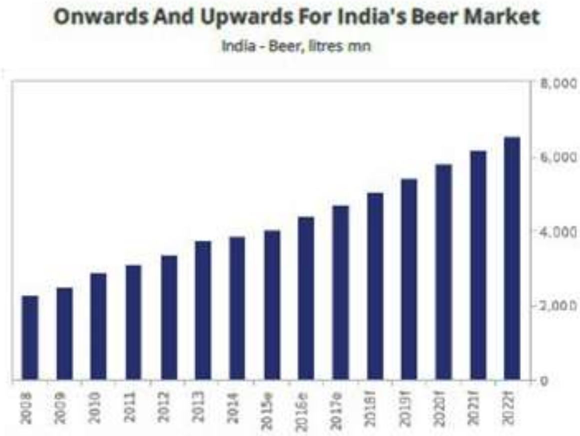

Figure 10: Indian beer market 2018-2022f

Source: Beerconnoisseur

VIII. ANALYSIS OF BRWERIES

There are various types or styles of beer that have been segregated based on its appearance, aroma, flavour, mouthfeel, strength, gravity, fermentation technique etc. Most commonly the beer styles have been based on fermentation technique and the type of yeast used. Pale larger are the most common type of beer and it is the most consumed style of beer globally despite its original being traced to European region. Though the most practiced larger beer is now being carried out in Czech Republic. There is presence of microbrewery or craft brewery which is independently owned has its unique technique of production but volume of beer produced in these breweries is comparatively lower than that of large breweries but the market of craft brewery is still in growth phases but is exploring potential to its apex.

Craft breweries provide the consumer with their needs and the global share of the beer market is budding despite no growth in share market of the brewery sector. Craft beer has been gaining popularity amongst the youth as its costing compared to other styles of beer is less and it provides variations in the flavour of thee beer apart from the one that is being traditionally practised. The strategy used by craft breweries has always been quality and flavourings instead of pricing and advertising that's why their influence on the market is much more than that reflect on its market share.

Region-wise Asia has craft breweries setup in China has the largest number of craft breweries whereas regionally the first ever craft brewery was setup in 2009, the other countries are Sri Lanka, Cambodia, Japan etc. On the other hand Europe is a hub to many such craft breweries henceforth the consumption rate of microbrewery is higher in that region on comparison to rest.

The global craft brewery market is segmented by various parameters such has types, regional and global vendors distribution channels and consumers. In terms of geographic spread countries such as the US, the UK, Germany, Poland, France, Spain, Russia and Canada have the most amount of production and consumption of craft beer.

In 2016 the sales of craft beer totaled totaled $23.5 billion, which was 21.9% of the revenue yielded by beer industry in 2016. The volume sales growth had declined from 13% to 6% in 2015 and then to about 10%in 2016. Hence, the craft brewery has more influence than market share.As per technavioGlobal craft beer market is expected to grow at a CAGR of more than 11% during the period 2017-2021

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Figure 11: Global craft beer market geographical segmentation
Source: Technavio

IX. GLOBAL BREWERY COMPANY AB INBEV BACKGROUND

InBev is a multinational brewing company having headquarters in Belgium. This company is a merger of Interbrew and AmBev both of which are Belgium-based. It is the world's largest producer of beer, this company provides a range of brands which are globally consumed the most consumed brands being Corona, Budweiser,Becks,Stella Artois, etc.

All the various beer manufactured by this international cooperation are done through the different procedures by their brewers. AB InBev for the third consecutive year as the world's largest brewers had a growth of 1.1% in volume on combing this with its revenue it yielded a 3.1% increase per hl delivered top-line growth of 4.3% overall. The revenue growth of the company was 4.3 which is a normalized EBITDA. This revenue accounts for production for beer volume 561.4 million hl. The 2.7% growth of EBITDA with margin contraction of 65 BPS to 40.3%.

Due to its excellent performance company also won many honours and awards for its legacy in the industry in the year 2019.Amongst the international brands of the cooperation, Budweiser's revenue grew 0.2% globally and 3.3% excluding the United States whereas the brand Stella Artois experienced a growth of 6.5% in its global revenue and the brand Corona for the fifth consecutive year had a double-digit revenue which was 13.3% globally and 21.0% excluding Mexico

The cooperation operates for over 50 countries and tries to explore the market of all the region and introduce products as per the demand of the market the same was done with the debut of 0.0% abbey beer which Debuted in Belgium followed by the Netherlands and then France this invention was received well from the consumers and had positive reviews for the product.

The cooperation has had an exceptional performance in all the regions due to its response to the consumer trend where they offer Premiumization,Smart affordability,Health & wellness,Frictionless economy, and Authenticity & purpose.

Figure 12: Brands of AB InBev Cooperation

Source: The Drinks Business

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PARAMETERS	AB InBev	HEINEKEN
Market Capitalization	$159.8 Billion	$61,478 Million
Sales growth	+7.4%	+5.6%
Profit growth	$8,086 Million	$2,556.49 Million
Volume	+1.1%	+3.1%
Taxation	-23.0%	25%
EBITDA	+2.7%	+14.6%
Revenue	+4.3%	+6.4%
Operating profit	1.7%	5.5%

Table 3: Comparative analysis of AB InBev and Heineken

AB InBev and Heineken both a multinational global company who have strong hold in the beer industry. Both the company have their shares Heineken as well as InBev both have the most sales in the European region and as well as both have introduced nonalcoholic content beverage in India. The above table shows the comparative analysis of the both the companies in the year 2019 for the parameters mentioned. The comparative analysis provides insights of both these multinational brewery companies.

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