

Glass Bottles for Beer, Beer Bottles, Glass Bottle Packaging, Glass Packaging, Beverage packaging Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Material

Description:

The beer category largely determines the fortunes of glass packaging within this industry, accounting for a 74% unit volume share. Added to this, estimated growth rate in glass bottle end use industry i.e., Beer industry in India, will further boost the sales and increase market share in the APAC region. Glass bottles are preferred over plastic bottles because of its chemical inertness towards the alcohol and thus, can be substituted. Factors like increasing disposable incomes, growing acceptability of alcohol consumption are mainly driving the market in APAC region. Glass bottles are the preferred source of packaging for Beer products. Majority of beer volume was sold in glass bottles while the other substitute being plastic bottles. Cost advantage and other properties also drive the market. In India, this market is growing significantly, thanks to the greater penetration level availability from the end user perspective.

Beer is the 3rd largest drink in the world after water and tea, India is, ranked at the bottom of the barrel among the world's top 30 beer markets.

The beer market in India was estimated to be more than 200 billion in 2012. It is expected to be 430 billion by 2017. The growing market is attributed to a growing middle class & youth with disposable income. Beer with alcohol content in the 8% range accounted for 83% of the total beer sales in the year 2012. The Indian Beer market is largely dominated by Kingfisher manufactured by United Breweries. Others like Haywards, Kock Out, Budweiser, Carlsberg, Tuborg are also pretty popular amongst beer drinkers.

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