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# India Beer Market- Industry Size, Share, Drivers, Trends, Analysis and Forecasts (2023-30)



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## Description

The India Beer Market is Likely to Fueled by Rise in Population in Urban and Rural Areas, Growing Demand for Premium Beer over Standard Beer and Easy Availability of Products and the Increasing Purchasing Power of Consumers.
The India beer market size stood at a value of INR 352.66 Billion in 2022 and is projected to reach INR 707.51 Billion by 2030, exhibiting a growth rate (CAGR) of 8.64% during 2023-2030. The Indian beer consumption is expected to reach 595,79 million cases by 2030, with a CAGR of 6.96% during the forecast period 2023-30. Additionally, Indian beer consumption is expected to reach 33.45 million hectolitres from 23.33 million hectoliters, growing with a CAGR of 4.65% during the forecast period, 2023-2030. Increasing brand consciousness regarding imported and premium beers is a key driver of growth in the Indian beer market. Factors such as cultural change, change in lifestyle and penetration of Western culture have also influenced the consumer's behavior and inclination toward alcoholic beverages. In addition, the surge in female drinkers and the growing young age population every year by around 20 million fuel the growth of the beer market in India.
Moreover, beer consumption in India was at 350.15 million cases in 2022 and is expected to reach 595.80 million cases by 2030, thus registering a CAGR of 6.96% during the forecast period 2023-30. Favorable demographics in India, coupled with consumers are increasingly interested in trying new and unique beers and are willing to pay a premium for high-quality, well-known brands and easier for consumers to access a wider variety of beer, which are expected to enable beer demand to grow swiftly in years to come. Around 56 units are manufacturing beer under license from the government of India.

Additionally, the expansion of organized retail chains and modern trade outlets is strengthening the market. In line with this, the inflating disposable incomes of consumers and changing lifestyles are significantly contributing to the market. The Indian beer market has been experiencing the trend of microbreweries and some exclusive beer outlets. Another feather in the hat is the rising awareness of health benefits arising from beer consumption. Shifting consumer's preferences toward healthy lifestyles is reducing excessive consumption of alcohol. The recent self-grooming trend has influenced the younger population to adopt healthier beverages with low alcohol content, like craft beer, backed by the influence of digital media. Indian beer exports stood at USD 43.8 million in 2017 and reached USD 27.8 million in 2020. India imports value and volume is very low. Indian imports of beer stood at USD 11.7 million in 2017 and reached at USD 5.9 million in 2020

In 2020, global beer production reached 1788.93 million hectoliters while in 2021, 1859.73 million hectoliters and an increase of about 70.8 million hectoliters with 3.96% changes. The five leading beer-producing nations were China, USA, Brazil, Mexico and Germany, which continued to produce 50 percent of the world's beer. In Asia, beer production was driven by China (+16.5 million hl). Europe beer production was contributed by UK (+6.2 million hl), Spain (+3.3 million hl) and Russia (+2.6 million hl). In the Americas, Brazil (+10.2 million hl) and Mexico (+7.8 million hl) were once again growth markets. Africa Beer production increased by 10 million hl. South Africa and Angola achieved the largest increases in output by 5 million hl and 2 million hl, respectively.

## Alcohol by Volume Overview in the India Beer Market

Based on Alcohol by Volume (ABV), India Beer market is segmented into strong beer and mild beer. In India, beer market is dominated by strong beer which accounts for ~80% of the beer sales. In strong beer, alcohol content of >5% and most of a strong beer's alcohol percentage lies between 6-20%.

## India Beer Market: Competitive Landscape

The majority of the beer market seems to be captured by 2-3 main players, rest of the players struggle with tiny shares in the industry. Companies leading the India beer market includes United Beverages Limited with market share of 52.3%, AB Inbev India Private limited with market share of 21.6%, and Carlsberg India Private Limited with market share of 17.1%. The others companies hold 9% market share which includes Mohan Meakin Limited, Molson Coors India Private Limited, Cerana beverages private limited etc., further the industry also comprises of several small and medium-scale manufacturers, generating substantial revenue and contributes towards industry value chain.

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