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Emerging Opportunities in Booming Indian Beer Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)



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The research report titled 'Emerging Opportunities in Booming Indian Beer Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)' released by Niir Project Consultancy Services aims at providing a detailed analysis of the investment opportunities prevalent in the Indian beer industry. The report covers crucial aspects like reasons for investment in the sector, core project financials, glimpse of the regulatory environment of the industry, potential buyers and analysis of the industry as a whole. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCCS, through our reliable expertise in the project consultancy and market research field, have identified beer project, in the alcoholic beverages segment, which satisfies all the above mentioned requirements and has high growth potential in the Indian markets. And through this report we aim to help you make sound and informed business decision.

The report contains all the data which will help an entrepreneur find answers to questions like:

- Why I should invest in beer project?
- Who are the customers of the product?
- What will drive the growth of the product?
- What are the costs involved?
- What will be the market potential?

The report begins by providing an overview of the beer industry in India and then proceeds to enhance the product knowledge of the entrepreneur. The report discusses beer as a product in various lights like product definition and product classification. The report further enlightens the entrepreneur about the potential buyers of the product, beer, which will help him identify his customers and place his product correctly. It provides a profound analysis of the investment factors of the project along with graphical representation and forecasts of key investment indicators which can help an entrepreneur assess the market potential of the product. The report further helps in enhancing the assessment of market potential by listing the export-import market of the product coupled with market size & outlook of the Indian beer industry as a whole. It also helps an entrepreneur in keeping abreast of the recent developments as well as the regulatory environment prevalent in the industry.

The report then turns its path towards the project insights of the beer plant. It includes core project financials of a model project with specified product list and plant capacity. It enumerates project information like raw materials required for manufacturing beer, manufacturing process, list of machinery and basic project financials. Project financials like plant capacity, costs involved in setting up of project, working capital requirements, payback period, projected revenue and profit are listed in the report. It also lists down the key players in the beer segment along with their contact details.

This report helps an entrepreneur gain meaningful insights into the Indian beer sector and make informed and sound business decision.

Reasons for buying the report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
- This report provides vital information on the product like its definition, characteristics and segmentation

- This report helps you market and place the product correctly by identifying the target customer group of the product
- This report helps you understand the viability of the project by disclosing details like raw materials required, manufacturing process, project costs and snapshot of other project financials
- The report provides a glimpse of important taxes applicable on the product
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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1. OVERVIEW

We, at NPCS, have identified Indian beer industry as an industry with sound investment opportunities for entrepreneurs. Through this report we will help you understand the market potential of beer in India and will lay a roadmap for investment in the sector.

1.1 Introduction to Indian Beer Industry

Although Indian Alcohol Industry has been dominated by stronger spirits (IMFL), but over the years beer has made a mark in the industry and has been able to make its presence felt. Bubbling with enthusiasm and high on growth wave, Indian Beer Industry has been a magnet for many international players. The industry which once offered limited varieties today has left the beer lovers bewildered with varieties and qualities on offer.

Indian Alcohol industry is basically comprised of IMFL (Indian made foreign liquor), beer and country liquor. The chart below demonstrates the volume as well as value wise share of various segments in the alcohol industry.

Figure 1 Indian Alcohol Industry- Segmentation by Value

Figure 2 Indian Alcohol Industry- Segmentation by Volume

Source: NPCS Research

Indian liquor market is dominated by IMFL at 70% whereas beer holds 11% and country liquor holds 19% of the market. But in terms of volume IMFL is 36%, beer 33% and country liquor 31%.

Beer is a rapidly expanding segment in the Indian Alcoholic Beverages industry. It is the third largest market and second fastest growing market in the Indian alcoholic beverages industry. Beer market has been segmented into strong beer and mild beer on the basis of their alcohol content.

Beer industry in India has been experiencing growth rates of about 10% in the past decade. Although India isn't a typical beer gulping nation but the winds of change might just be around the corner with growth projections of the industry hovering at much higher levels.

Change in demography, a better standard of living and a myriad of choices that 21st century Indian enjoys, beer industry is expected to grow in double digits in the coming years. Its consumption in India has increased into double digits in last decade.

1.2 Product Details

This segment covers details of the product, herein Beer.

1.2.1 Product Definition

Beer is an alcoholic beverage usually made from malted cereal grain (as barley), flavored with hops, and brewed by slow fermentation. Most beer is flavored with hops, which add bitterness and act as a natural preservative, though other flavorings such as herbs or fruits may also be included. The process of preparing beer is called brewing.

1.2.2 Product Classification

Beer can be classified on the basis of two points- fermentation process and alcohol content (Alcohol by volume).

On the basis of fermentation process:-

Ale: When the beer is fermented using top-fermenting yeasts, it is called ale. Ales have a slightly sweet or fruity taste as compared with lager. The fermentation process of ale is typically carried out at 15-25 degree Celsius. The temperatures at which ales are fermented are higher than that for lagers.

Lager: When the beer is fermented using bottom fermenting yeasts for relatively longer durations and at a lower temperature, it is called lager. Lagers have a bitter taste compared to ales. Typically, lager is fermented at 6-12 degree Celsius.

On the basis of Alcohol By Volume (ABV):-

Strong Beer: Beer with alcohol content of >5%

Mild Beer: Beer with alcohol content of

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directory, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureau, consultants and consultancy firms as one of the input in their research.

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