



Multidimensional SWOT analysis of Indian Beer industry

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ABSTRACT: Beer market in India is currently in its growth stage. The market evolved from manufacturing flavoured Beer varieties in addition to usual Beer variants owing to the adoption of unique trends and technological innovations and enhancements form European and American market . Today, there is presence of more than 140 beer brands in the Indian beer market, which could address the palate of each customer segment in India. The per capita Beer consumption in India is still very low compared to other countries in Asia Pacific region. Market products witness tremendous growth in coming years due to gradual shift from hard liquor to consuming beer along with change in the disposable income and societal perspective and related cultural aspects . The growth of Beer industry in India can be seen as increasing preference for alcoholic beverages among consumers, especially elite high class people and *Gen z*, mainly during celebrations or social and cultural gatherings. Apart from this, the changing lifestyle of consumers, along with rising brand awareness regarding imported, premium beers or flavoured beers, is helping and favouring the market growth.

This research work serves to study and explore the various popular Beer brands in India and their percentage market share . The report is appended with the SWOT analysis of the Indian Beer industry.

KEYWORDS : Indian Beer Industry , Variants of Beer , SWOT analysis, Market share

INTRODUCTION

Beer is an alcoholic beverage made from water and barley malt, which is then fermented with yeast and has a slightly sour taste. It contains very little alcohol. Internationally, beer is still the most popular beverage among young people. Changing human habits with the rapid development of cities and the increase in beer consumption among young people is the reason for the increase in alcohol consumption such as beer. As India is a growing market, it is an expansion country for major players in the market.

While the Indian market is the leader in spirits, Indians are now looking for lower alcohol consumption for whiskey. Today, in India, beer is enjoyed not only by men, but mostly by working women. One of the opportunities is the concept of an online delivery portal. The rapid increase in online beer distribution reflects not only the growing acceptance of beer in India but also its growing consumer base. Customers who could not go to a liquor store before can now buy their beer online.

This presence helps increase awareness of beer in the Indian market as well as its affordability. However, the market has been greatly affected by the outbreak of the COVID-19 pandemic, due to the ban on the sale of alcoholic beverages and rising beer prices. While the global pandemic has hampered economic growth, it has also helped them increase their sales by brick-and-rolling by switching to home delivery and online platforms, as well as expanding business transactions and many export channels, as well as switching suppliers. -mortar. shopping centre. The study continued to include the Strengths, Weaknesses, Opportunities and Threats [SWOT] analysis of the Indian Brewing Industry.

The research work is arranged as follows: Section II performs the SWOT Analysis . Section III presents the Data analysis of Indian beer market as available in the literature mentioned in the appendix. Section IV



II. SWOT ANALYSIS

STRENGTHS

1. Strategies and implementation strategies based on market segmentation.
2. Proactive goals and vision with clear goals and strategy.

WEAKNESSES

1. Low-resolution quality distribution channels.
2. Its budget is very low compared to other players in the market.

OPPORTUNITIES

1. It attaches great importance to new generation packaging.
2. Enjoy good beer and fresh food in Indian market.

THREATS

1. Foreign sellers can increase the price of alcohol.
 - 2 one.
- Competitors of famous brands and companies use new marketing techniques

III. DATA ANALYSIS

The beer market, along with other spirits, occupies a large share of the Indian beverage market. It has also gained great importance and popularity among Generation Z and Generation Y because of its different products and flavors that have helped the Indian market grow. In addition, the emergence of new and unique brewing techniques contributes to the consumption of samples of several generations. Changing lifestyles and consumption patterns of people, rapid urbanization and high incomes are expected to drive the growth of the global economy in India for now. Therefore, the increase in ingredients and the combination of various flavors in craft beer has increased its demand among the Gen z group.

The value of the Indian beer market was \$4.34 billion in 2020. The market is expected to reach \$9.36 billion in 2027 and is projected to grow with a CAGR of 12.0% in 2021-2027 (forecast period).

Beer is the second most popular alcoholic beverage in India after whiskey. The growth of the Indian beer industry can be attributed to the demand for different types of beer in India along with the increasing workforce in the country. Alcohol consumption has become a part of social and social gatherings in India.

Trend and Analysis

The Indian beer industry is mainly driven by the massive growth in the liquor industry. At the same time, people's disposable income has increased, which has a positive effect on economic growth. In addition, consumer preferences are shifting towards premium spirits as innovations in taste, flavor and packaging expand the market size and growth of the Indian beer industry. Also, more and more breweries are boosting the Indian industry. In addition, the development of flavored beers creates a positive attitude towards young people in the market.

Also, the increase in new brewing techniques is providing tremendous growth to the Indian industry.

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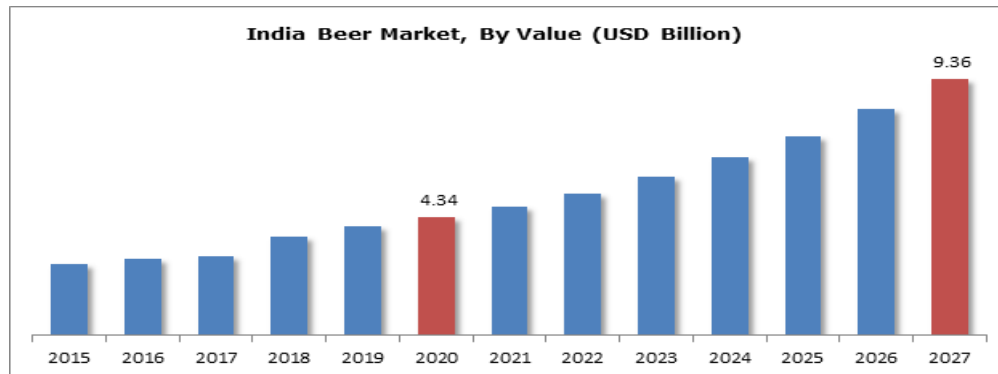


Table I: Popular Beer Brands by Market Share [2014]

Company	Market Share [%]	Beer Brand	Market Share [%]
		<u>Kingfisher</u>	41.2
<u>United Breweries</u>	51.1	Kalyani Black Label	2.7
		UB Export	2
		Sandpiper	1.5
		Bullet Super Strong	1
		Zingaro	0.9
		London Pilsner	0.2
<u>SABMiller</u>	25.6	<u>Haywards</u>	15
		Knockout	8.7
		<u>Foster's</u>	1.3
		Royal Challenge Premium Lager	0.6
<u>Carlsberg</u>	7.6	<u>Okocim</u>	5.1
		<u>Tuborg</u>	1.3
		<u>Carlsberg</u>	1.2
<u>Mohan Meakin</u>	3.1	<u>Okocim</u>	5.1
		Golden Eagle	1.7
		Black Knight	1.1
<u>Anheuser-Busch</u>	2.1	Vorion	0.2
<u>Molson Coors</u>	0.2	<u>Budweiser</u>	2

The best selling beer brand in India is Kingfisher. Other popular Indian brands are Hunter, Kalyani, Haywards, Knock Out and Zingaro. India's largest brewery through joint venture is Bengaluru-based United Breweries. Other breweries in India include Carlsberg, SABMiller India, B9 Beverages (Beer 91) Som Distillerys and Breweries Ltd and Anheuser-Busch Inbev. In 2013, United Breweries had a 55% market share and SABMiller India had a 23% market share.

SABMiller India owns the Haywards brand and KALS Brewery owns the India division of Foster.



IV. CONCLUSION

The report also covers the competitive landscape, trends and developments, issues and challenges, end user analysis and government regulations in the Indian Beer market. The report presents the future of the Indian Beer industry with charts and some advice on market penetration and market opening possibilities with the help of swot analysis of the Indian Beer market. This report will clearly help readers stay informed about the ongoing changes and drivers of the business and plan for future growth based on business changes in the coming years. This report is useful for brewers, beer industry associations, government and regulators, and investors.

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