



Overview of Brewing Industry and its Business Model in India

A Report By Atticus Advisors

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Market Overview-Details



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The alcoholic beverage market can be classified into three classes: **Beer, wine and spirit**



Beer is the **second most popular** alcoholic beverage after whiskey, in India



Globally, the Indian alcohol market is the **third largest** and the fastest growing



It is expected to grow by **25 percent to \$41 billion by 2022**, according to a recent report by Euro monitor



Market is dominated by few companies **like UB Spirits, Sab Miller, Radico Khaitan and Amber Distilleries Ltd**



Revenue in beer segment amount to **US \$ 13770m in 2020** and market is expected to grow annually **12.5% CAGR (2020-23)**

Market Summary

GROWTH



Expected to grow by 25 % to \$41 billion by 2022

REVENUE



Beer segment expected to grow annually 12.5% CAGR (2020-23)

TOP COMPANIES

UB Spirits

Sab Miller

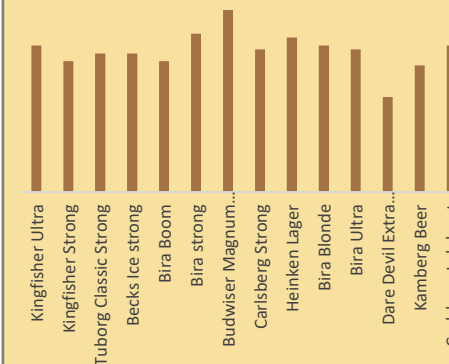
Radico
Khaitan

Amber
Distilleries



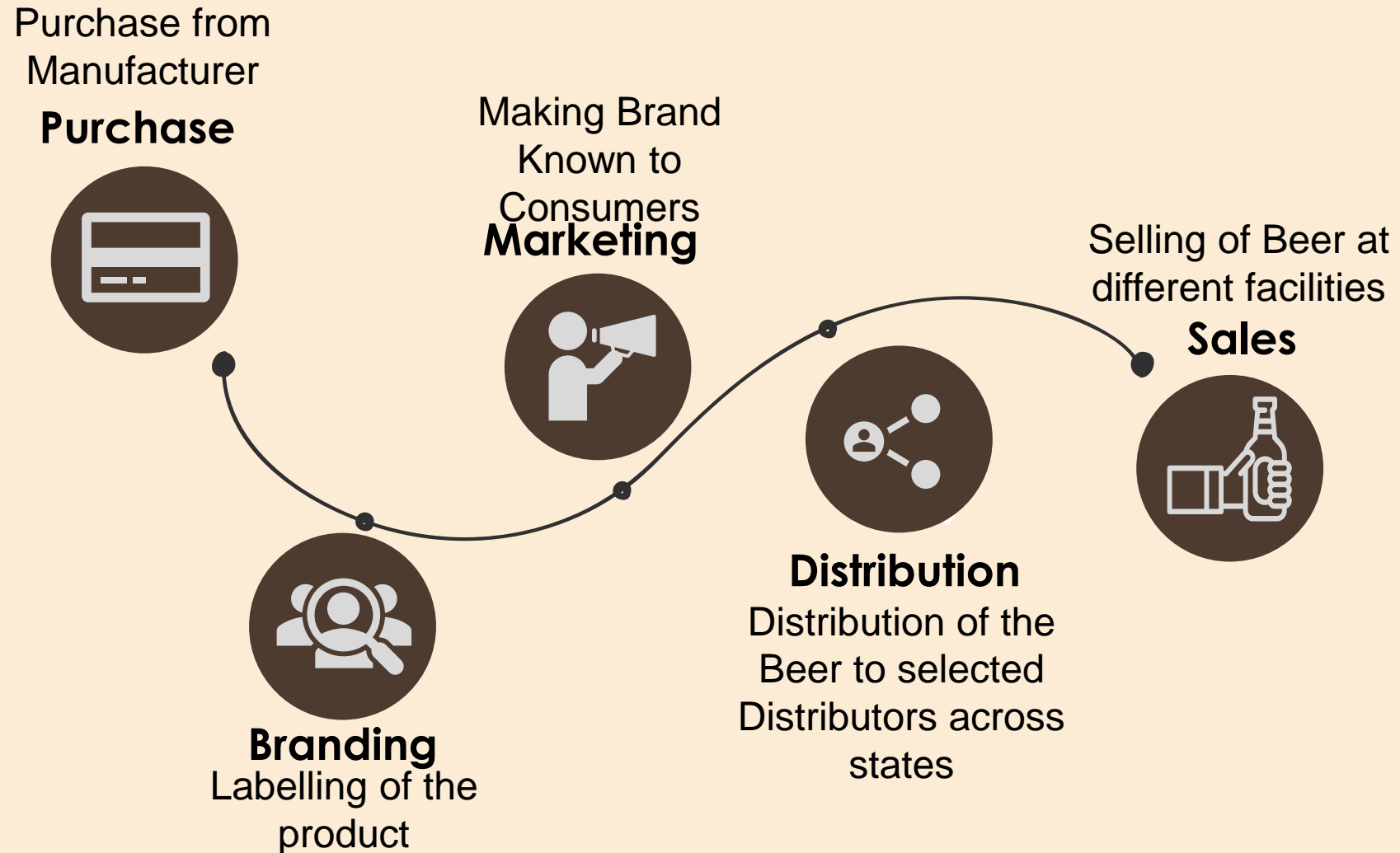
3rd Largest & Fastest Growing Market

BEER PRICE



Price Comparison of a few Beer Companies

Business Model



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