



# Beer in India

October 2023

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## Beer in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Unusually warm summer weather and low level of consumption ensure that demand for beer surpasses pre-COVID-19 levels

Companies launch premium products to counter inflation

Beer companies look at forward integration to provide holistic experience

#### PROSPECTS AND OPPORTUNITIES

High rate of taxation will prove to be most significant impediment during the forecast period

E-commerce remains underdeveloped and has scope for expansion

Craft beer brands will continue to suffer from effects of the pandemic

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