



Beer in India

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer witnesses a slowdown, following two years of exceptional growth

Heineken leads the oligopoly in beer in India

A challenging macroeconomic environment and the associated rising cost of living hinder the growth of smaller players in craft beer

PROSPECTS AND OPPORTUNITIES

Lack of differentiation in taxation between low ABV and high ABV categories, coupled with the inability to set prices, restricts the growth of beer

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