

# Anheuser-Busch InBev NV in Alcoholic Drinks

January 2025

Table of Contents

# INTRODUCTION

Scope Executive summary

# STATE OF PLAY

Top companies at a glance AB InBev's global footprint Company overview: Brazil takes top share as US performance freefalls Growth from market momentum as company sheds struggling brands

# EXPOSURE TO FUTURE GROWTH

Consistency is key as lager remains road to success

## COMPETITIVE POSITIONING

Volume weakness largely at expense of top player Different strategies offer opportunity and security against protectionist policies AB InBev holds top brands across multiple markets and categories Despite a difficult 2023, AB InBev still owns six of the top 10 global beer brands

#### LAGER

Tepid consumer confidence tests key markets AB InBev's consolidation in the mid-priced tier may prove a safe hedge Recent price increases shake future optimism

#### NON/LOW ALCOHOL BEER

Heineken 0.0 sprints ahead, while AB InBev's share of non/low holds steady Low alcohol brands struggle for relevance despite "sober curiosity" prominence Quintessential beer-as-wellness brand Michelob ULTRA enters non-alcohol space

#### RTDS

"Beyond beer" breathes life into AB InBev's future Excise equity for RTDs continues to elude key markets North America remains the unrivalled prize

## **KEY FINDINGS**

Executive summary

#### APPENDIX

Projected company sales: FAQs Projected company sales: FAQs

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/anheuser-busch-inbev-nv-in-alcoholicdrinks/report.