



Beer in India

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Beer in India - Category analysis

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2024 DEVELOPMENTS

Beer continues to grow at a steady pace in 2024

UB Group leads the oligopoly in beer in India

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

PROSPECTS AND OPPORTUNITIES

Companies set to continue focus on premiumisation as India develops at a rapid pace

Microbreweries will aid the growth of beer in India

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