

# Anheuser-Busch InBev NV in Beer

October 2023

**Table of Contents** 

#### INTRODUCTION

Scope

Executive summary

#### STATE OF PLAY

Top companies at a glance

AB InBev's global footprint

The "king of beers" continues its domination

Emerging markets and premiumisation drive growth

A marketing victory despite last-minute red card at Qatar World Cup

AB InBev struggles to address 2023 anti-trans boycott

#### EXPOSURE TO FUTURE GROWTH

Continued success centralised in AB InBev's comfort zone

### COMPETITIVE POSITIONING

Steady rankings obscure an active and changing market

Heineken takes aim at AB InBev's supremacy

AB InBev maintains top brands across multiple markets and categories

AB InBev brews six of the top 10 global beer brands

#### **LAGER**

Crispy lagers keep AB InBev in charge

Premiumisation biggest threat to AB InBev's position

No end in sight for global growth of lager

## NON/LOW ALCOHOL BEER

AB InBev lags global and local players as non-alcoholic beer skyrockets

Opportunities for non-alcoholic brands eclipse low alcohol offerings

A deep bench affords AB InBev a unique approach

## RTDS & BEYOND BEER

Canned cocktails a regionally focused but burgeoning opportunity

Disparate regional tax models make a unified strategy difficult

Even as the hard seltzer market stalls, North America is primed for victory

## **KEY FINDINGS**

Executive summary

## **APPENDIX**

Projected company sales: FAQs (1/2) Projected company sales: FAQs (2/2)

## 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-beer/report.