



WORLD BEER TOP-LINE SUMMARY, 2005-2015, (Consumption 2016F, 2020F, 2025F)	SHEET 1
-Production, Exports, Imports, Consumption, Per Capita, Population	
ALL VOLUMES IN THOUSANDS OR MILLIONS OF HECTOLITRES	
World Beer Industry VALUE Analysis by Region, 2005-2015, Average Value per HL, Industry Trading Profit	SHEET 1
Industry Consolidation & Margin Development	GRAPH
“Top World Facts”, 2015	TABLE
Development of World Beer Market - Annual Growth %	GRAPH
World Beer Consumption by PRODUCT SECTOR (Specialities, Stout, Ale, Premium Lager, Mainstream Lager, -	
- All Premium, NAB/LAB) summary table, 2005-2015	SHEET 1
World Beer Consumption by PACK TYPE (Draught, Bottles, Cans, PET) , summary table, 2005-2015	SHEET 1
World TOP 10 Brewers and Brands , 2015	GRAPH
World TOP 10 Brewers , pro forma 2015, adjusted for ABI-SABM	GRAPH
TOP 40 WORLD BREWERS, 2005-2015, MILLIONS OF HL, SUMMARY TABLE	SHEETS 1-2
Top Brewers by major World Region , 2015, Europe, America, Asia/Pacific, Africa/M.East	TABLE
Leading Brewers by major Region , 2015	2 CHARTS
WORLD'S 70+ LEADING BRANDS IN MILLIONS OF HL, 2005-2015	SHEETS 1-4
Top Brands by major World Region, 2015	TABLE
Leading Brands by major Region, 2015	CHART
World Summary Sheet 2015	SHEETS 1-9
...Production, Consumption, Exports, Imports, Per Capita, Population 2015 by market	
...Consumption 2016F and 2025F by market	
...Top 2 Brewers by market 2015	
RANKING GRAPHS	
World Beer Consumption rankings , 2015, 2025F	GRAPH Page 1
World Beer Per Capita rankings , 2015, 2025F	GRAPH Page 2
World Beer Consumption , CAGR Growth & Incremental Consumption 2010-2015	GRAPH Page 3
World Beer Exports rankings , 2015, CAGR Growth 2010-2015	GRAPH Page 4
World Beer Imports rankings , 2015, CAGR Growth 2010-2015	GRAPH Page 5
RANKING TABLES OF LEADING INDICATORS	PAGES 1-5
Top 10 Consumption , 1990, 2015, 2025F	PAGE 1
Top 10 Per Capita , 1990, 2015, 2025F	PAGE 2
Top 10 Production & Consumption Growth , CAGR 2010-2015, Consumption in Top 10 Growth Markets, 2015	PAGE 3
Top 10 Exports Growth CAGR 2010-2015, Exports in Top 10 Growth Markets, 2015	PAGE 4
Top 10 Imports Growth CAGR 2010-2015, Imports in Top 10 Growth Markets, 2015	PAGE 5



THE WORLD BEER MARKET	TEXT
Some Milestones.....	Text 1
General trends in consumption, 2005-2015.....	Text 1-2
..The global economic environment since 2001, and market review to 2007	Text 2-4
..The 'crisis years': Key market developments in 2008 & 2009.....	Text 4-6
...Turning the Corner?: Key market developments in 2010.....	Text 6-7
2011: Emerging from the crisis?.....	Text 7-8
2012: False dawn?	Text 8-9
2013: Green shoots - what green shoots?	Text 9-10
2014: Recovery stalled?.....	Text 10-12
2015: China Syndrome?	Text 13-14
...Industry Value	Text 15
...Market Sectors	Text 16
...Beer Packaging	Text 16
Consumption per capita	Text 17
Patterns of foreign trade.....	Text 18
...Recent trends in importing.....	Text 18-19
...Regional variations in trade patterns	Text 19-20
WORLD BEER MARKET FORECASTS.....	TEXT
Market Projections 2016F, 2017-2020F & 2025F	Text 21
...2016: More of the Same ?.....	Text 21-24
...Mid-term outlook & Long-term forecasts: 2017-2020F & 2025F	Text 25-30
GDP data and forecasts.....	Text 31-32
World Beer Emerging and Mature Markets	GRAPH
World Beer Consumption by Region, 2015 and 2025F	CHART
World Beer Consumption Forecast 2025F & Consumption Growth 2015-2025F.....	TABLE
World Beer Consumption - Incremental volume 2015-2025F (top markets).....	GRAPH
World Beer Consumption - Incremental growth, 2015-2025F volume and revenue	CHART
World Beer Market - Per capita consumption and GDP per head (regions), 2015 & 1987-2015	2 GRAPHS
ANALYSIS: THE WORLD'S LEADING BREWERS AND BRANDS.....	TEXT
...Top World Brewing Companies.....	Text 33-38
...Analysis of A-B InBev Acquisition of SABMiller.....	Text 38-39, CHARTS
...How 'International' is the Global Brewing Industry?	Text 40-41



...Top World Beer Brands.....	Text 42-44
International competitor benchmarks, 2015	SHEET 1
 SALES OF TOP 40 WORLD BREWERS IN MILLIONS OF HL, VOLUMES BY REGIONS, 2005-2015 SHEETS 1-9	
Regional Sales (mHL 2015), selected companies, 2015	2 CHARTS
“Most International Brewing Groups” 2015, non-domestic volumes	GRAPH
“Most International Brands” 2015, non-domestic volumes.....	GRAPH
“Most International Brands”, non-domestic volumes growth, CAGR 2010-2015% and 2014-2015%	GRAPH
“Most International Brewing Groups” 2005-2015, non-domestic volumes ranking tables (by volume, by share)	SHEETS 1-2
“Most International Brands” 2005-2015, non-domestic volumes ranking tables (by volume, by share).....	SHEETS 1-2
 GLOBAL BEER DATA SCHEDULES80 PAGES	
 WORLD BEER MARKET 2015 ALPHABETICAL COUNTRY SCHEDULE..... SHEETS 1-5	
WORLD BEER CONSUMPTION BY COUNTRY IN 000'S OF HL, 2005-2015, 2016F/2020F/2025F	SHEETS 1-11
World Beer Per Capita by country in 000's of HL, 2005-2015, 2016F/2020F/2025F.....	SHEETS 1-11
World Beer Production by country in 000's of HL, 2005-2015	SHEETS 1-11
World Beer Exports by country in 000's of HL, 2005-2015	SHEETS 1-10
World Beer Imports by country in 000's of HL, 2005-2015	SHEETS 1-11
World Population by country in Millions, 2005-2015, 2016F/2020F/2025F	SHEETS 1-11
World GDP per capita by country in \$US, 2005-2015, 2016F/2020F/2025F.....	SHEETS 1-10
 Appendix: Plato Logic Factsheet#1 : Beer Market General Definitions	
Appendix: Plato Logic Factsheet#2 : Market Segmentation and Definition of Premium Sector	Pages 1-2
Appendix: Plato Logic Factsheet#3 : Consolidation	Page 1
Appendix: Plato Logic Factsheet#4 : Forecasting	Pages 1-2
Appendix: sources for World Beer Report	Pages 1-8
 TOTAL 206 PAGES	