

GLOBALNI TRENDovi I BUDUĆE PROJEKCIJE NA TRŽIŠTU PIVA: ANALIZA PRODAJNIH KANALA, TRŽIŠTA I RASTA PRIHODA (2014-2028)

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Sažetak:

Ovaj rad analizira globalne trendove i buduće projekcije na tržištu piva od 2014. do 2028. godine, fokusirajući se na kako alkoholne tako i nealkoholne segmente preko različitih prodajnih kanala. Studija koristi podatke iz Statista Consumer Market Insights kako bi ispitala rast prihoda, tržišta i promene u potrošačkom ponašanju u on-trade (van kuće) i off-trade (kod kuće) prodaji piva. Analiza pokazuje da je prihod u off-trade segmentu iznosio 290 milijardi dolara u 2022. godini, sa projekcijama koje ukazuju na rast na 340 milijardi dolara do 2027. godine. U međuvremenu, tržište nealkoholnog piva generisalo je prihod od 34,1 milijarde dolara u 2023. godini i očekuje se da će rasti na 50 milijardi dolara do 2028. godine. Ovi nalazi ističu značajne tržišne promene, poput povećanja prihoda od nealkoholnog piva i promene u potrošačkoj preferenciji prema off-trade konzumaciji. Rezultati naglašavaju važnost razumevanja ovih dinamika dok se globalno tržište piva razvija u odgovoru na ekonomske faktore, kulturne promene i nove potrošačke trendove. Impikacije za aktere u industriji uključuju potrebu za prilagođavanjem strategija kako bi se uskladili sa promenljivim tržišnim uslovima i iskoristili prilike za rast u oba segmenta piva, alkoholnom i nealkoholnom. Ovaj rad doprinosi znanju o globalnim tržišnim trendovima u industriji piva, pružajući uvide za istraživače, profesionalce iz industrije i donosiocima odluka zainteresovane za buduća kretanja u ovom sektoru.

Ključne reči: Trendovi tržišta piva, potrošačke preferencije, prodaja, nealkoholno pivo, dinamika tržišta.



GLOBAL TRENDS AND FUTURE PROJECTIONS IN THE BEER MARKET: AN ANALYSES OF SALES CHANNELS, MARKET VOLUME AND REVENUE GROWTH (2014-2028)

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Summary:

This paper analyzes global trends and future projections in the beer market from 2014 to 2028, focusing on both alcoholic and non-alcoholic segments across different sales channels. The study leverages data from Statista Consumer Market Insights to examine revenue growth, market volume, and shifts in consumer behavior in on-trade (out-of-home) and off-trade (at-home) beer sales. The analysis reveals that revenue in the off-trade segment stood at \$290 billion in 2022, with projections indicating a rise to \$340 billion by 2027. Meanwhile, the non-alcoholic beer market generated \$34.1 billion in revenue in 2023 and is expected to grow to \$50 billion by 2028. These findings highlight the significant market developments, such as the increasing revenue of non-alcoholic beer and the shifting consumer preference towards off-trade consumption. The results underline the importance of understanding these dynamics as the global beer market evolves in response to economic factors, cultural shifts, and emerging consumer trends. The implications for industry stakeholders include the need to adapt strategies to align with changing market conditions and capitalize on growth opportunities in both alcoholic and non-alcoholic beer segments. This paper contributes to the knowledge on global market trends in the beer industry, offering valuable insights for academics, industry professionals, and policymakers interested in the sector's future trajectory.

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Keywords: Beer market trends, Consumer Preferences, Sales, Non-Alcoholic Beer, Market Dynamics