

IRi: Beer Market Analysis

Group C





Agenda Style

01

Market Overview

General overview of the beer industry



02

Manufacturer 2

Position in the market



03

Segmentation

Current and Recommended segmentation



04

Forecast

Forecasting and recommendations



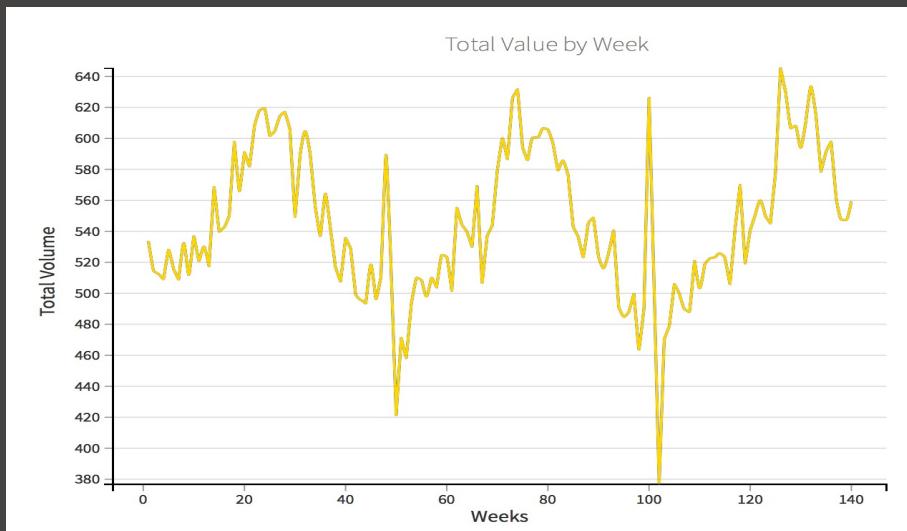
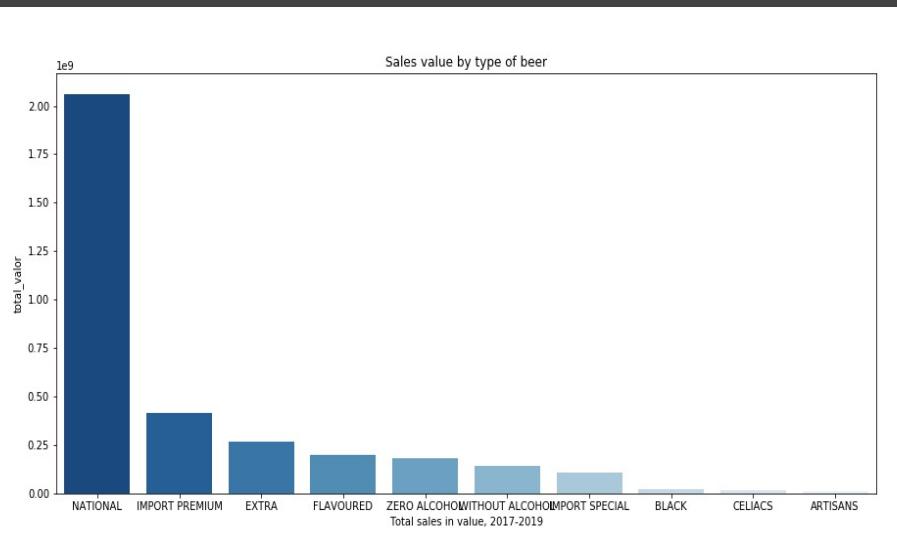
A close-up photograph of several cold beer bottles. The glass is covered in condensation, and the liquid inside is a golden-brown color. The bottles are arranged in a row, slightly blurred in the background.

1-Market Overview

1.1 The Market View

The Overall Sales view

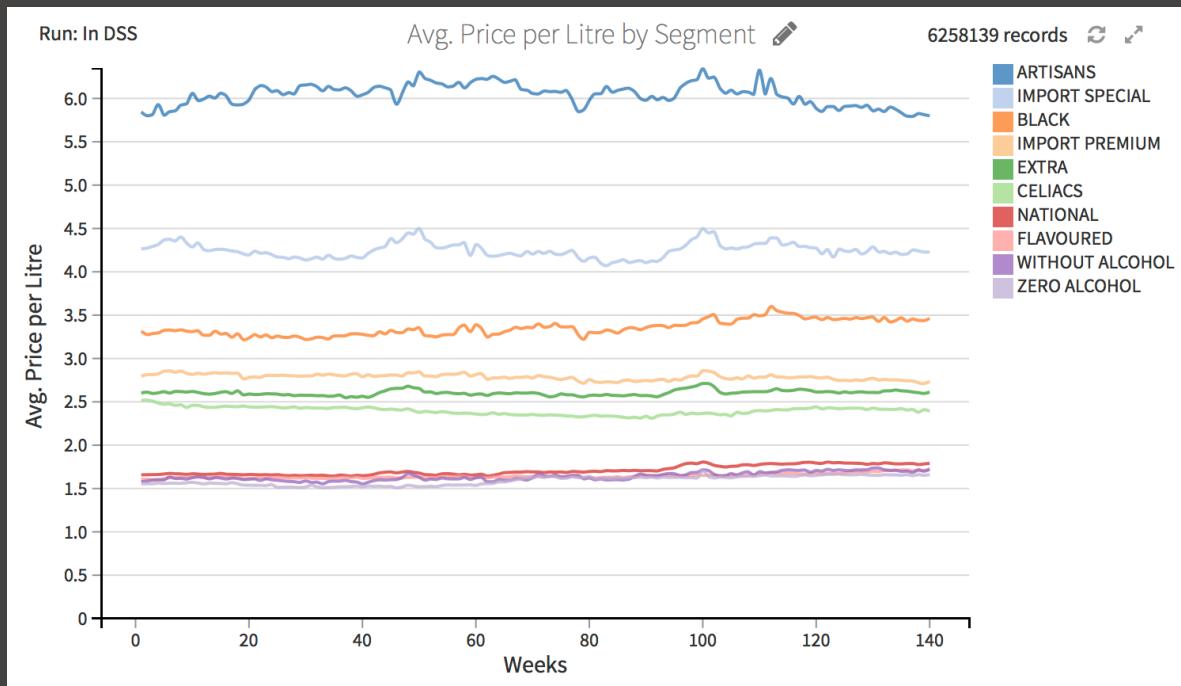
Seasonality in terms of the volume sold when looking at the overall trend



National beer leading the sales
Followed by Import Premium

1.2 The Market View

Price per Segment

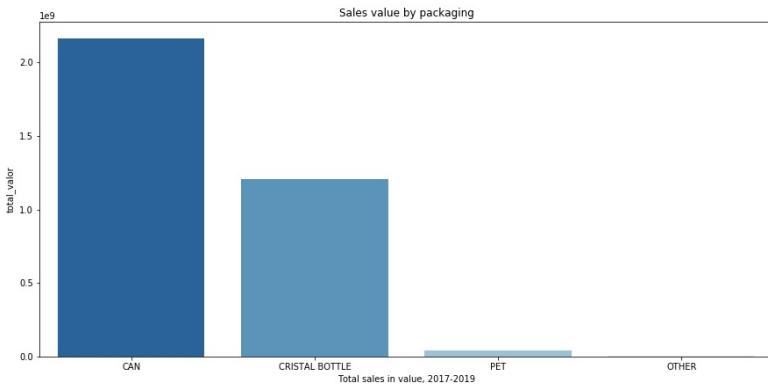


- Price fluctuations per season for each segment
- Seasonal price fluctuations for some segments



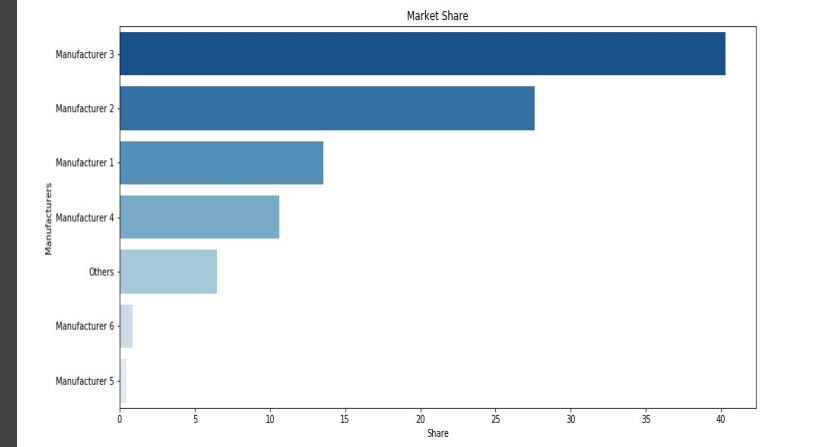
1.3 The Market View

Market Dynamics



Cans are preferred
Lighter in weight
Portable

Clear market leader: **Manufacturer 3**
Owning 40.31% of the total market.



A close-up photograph of several glass bottles, likely beer or soda, arranged in a row. The bottles are cold, as evidenced by the heavy condensation on their surfaces, which appears as white and blue-grey droplets. The lighting is dramatic, coming from the side to highlight the texture of the condensation and the shape of the bottles. The background is dark and out of focus.

2- Manufacturer Two

Vs. The Market

2.1 Competing

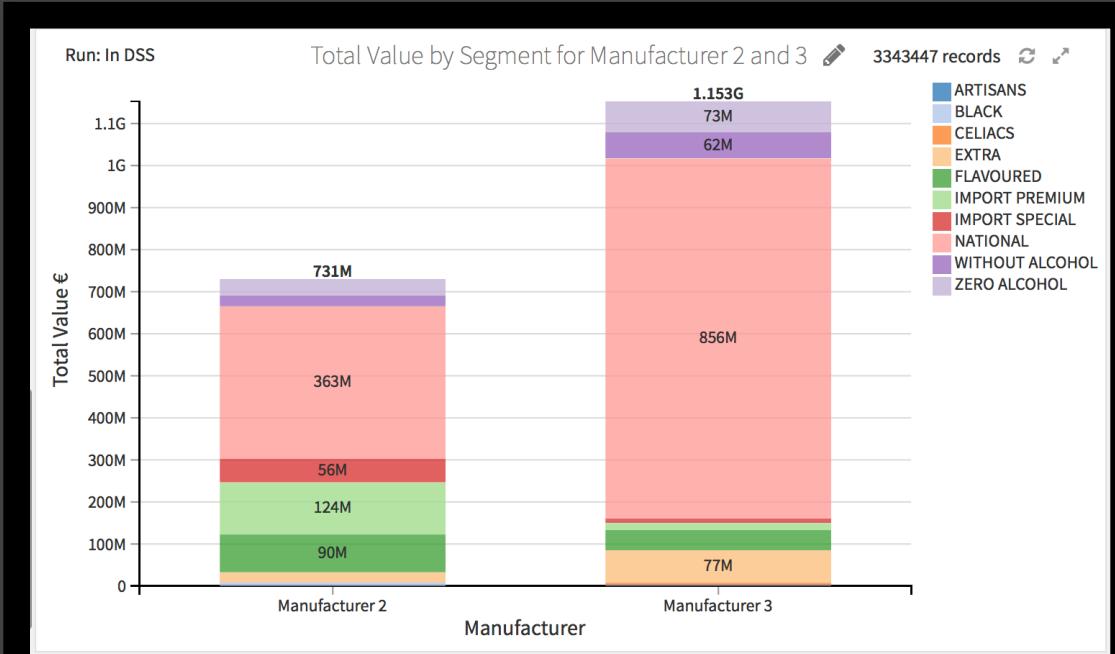
Market Dynamics

Strengths (2)

Import Premium
Import Special
Flavored

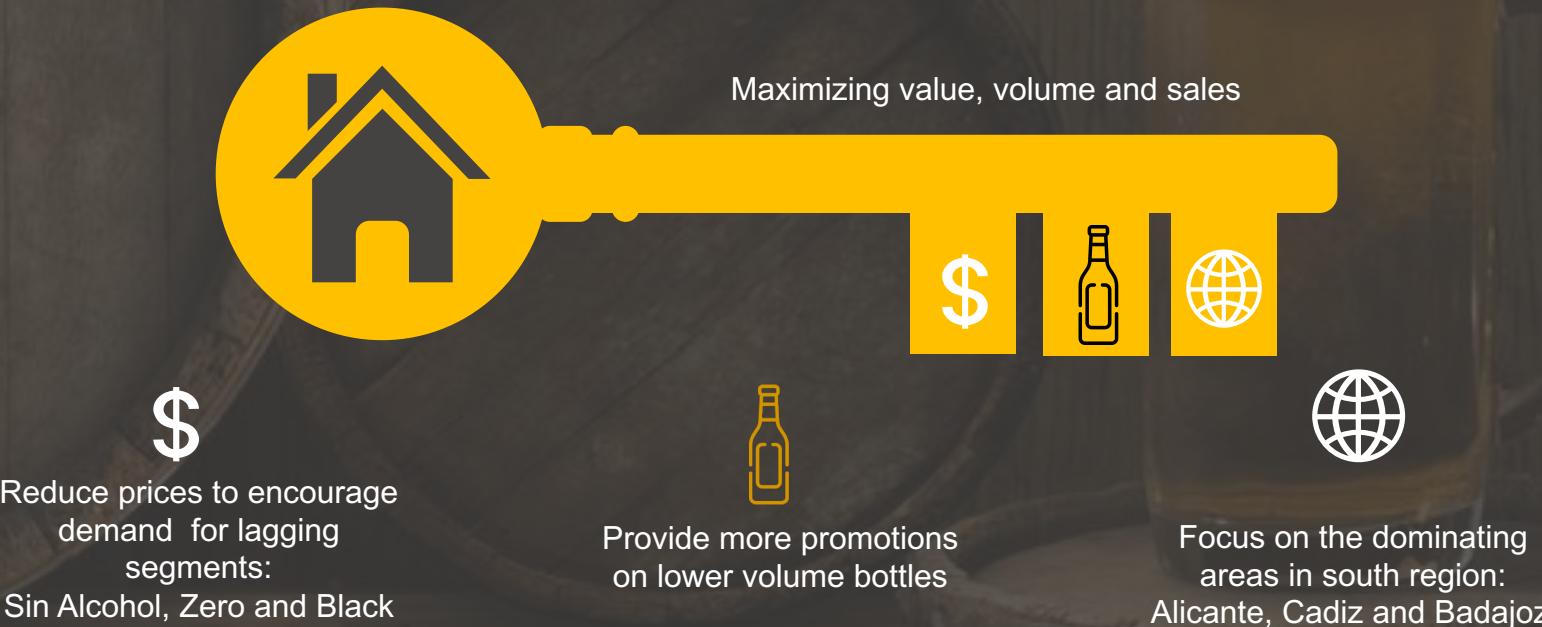
Strengths (3)

National
Sin
Zero
Extra



2.2- Strategies

Winning the Market

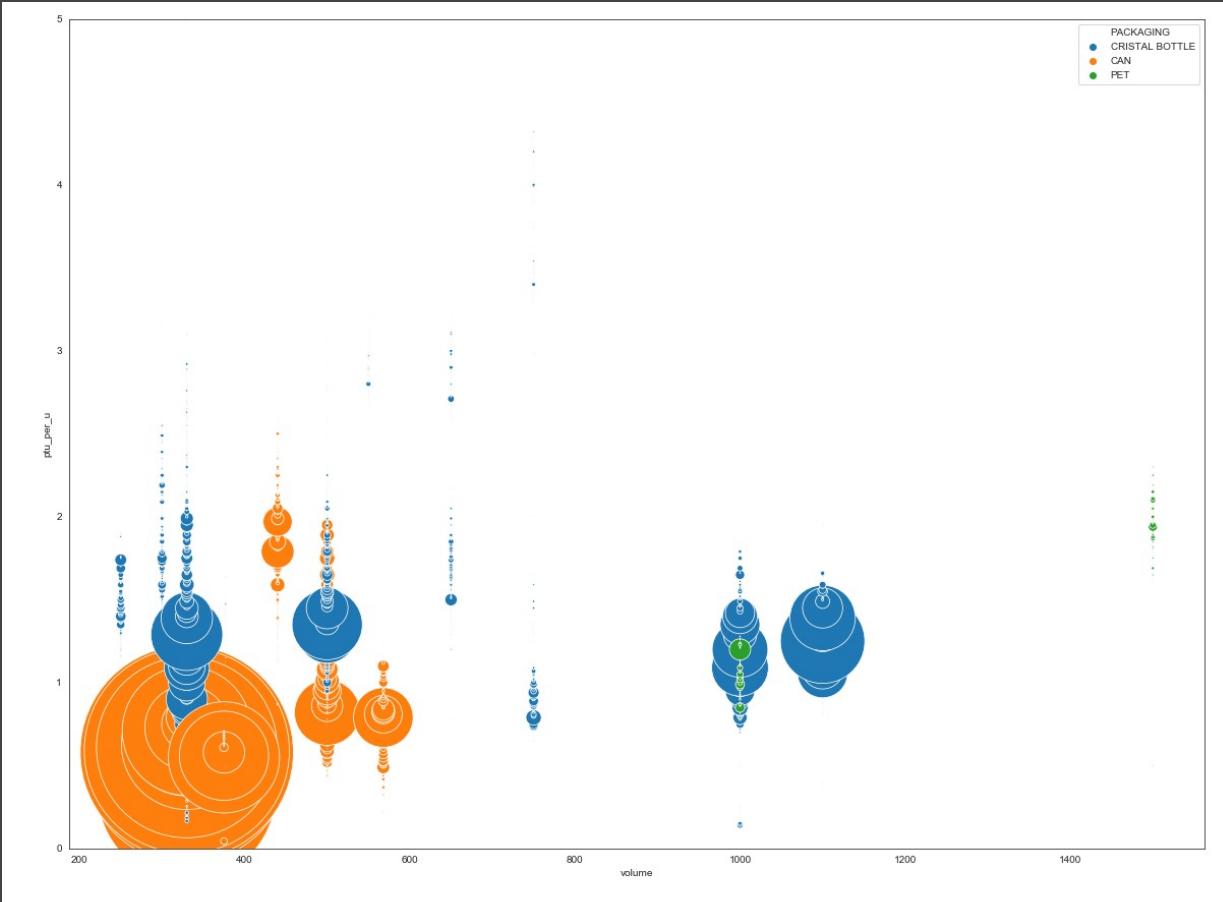


2.2-Strategies

Maximize Sales and Volume



2.3 Packaging



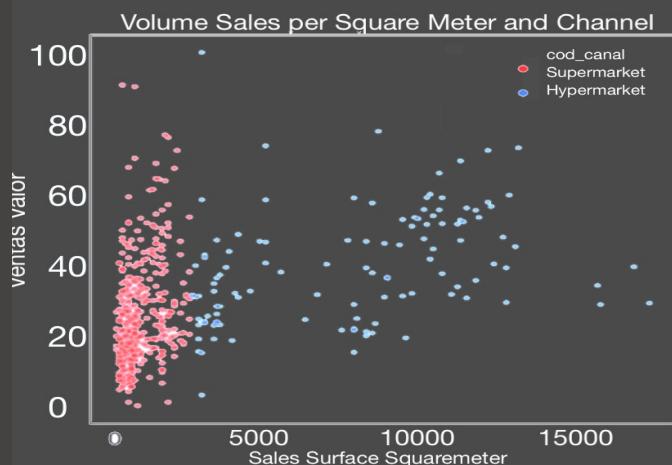
A close-up photograph of several cold beer bottles. The bottles are covered in condensation, with droplets of water visible on the glass. The lighting is warm and focused on the bottles in the foreground, creating a blurred background effect.

3 - Segmentation

3.1-Current segmentation

Strengths

- Equally sized clusters
- Intuitive logistics
- **Effective**



Weaknesses

So widespread that doesn't give a competitive advantage

Does not take into account **seasonality, segments, packaging, number of promotions**

Channel	Sales in Volume	Sales in Value	Sales in Units
Hypermarket	31.4	45.9	35.8
Supermarket	21.7	29.0	29.4

3.2-Our Segmentation



Usual Suspects



Winter
wonderland



Summer
hotspots

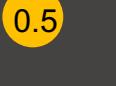


Big Box



Hipster's
hangout

3.3-Our Segmentation

		Price	Promotions	Type of beer	Total Value	Total Volume	Total Units	Price/Vol
 Usual suspects	<ul style="list-style-type: none"> Ordinary local stores that sell a lot of beer in cans 			Flavored/ National/ Zero Alc				
 Winter wonderland	<ul style="list-style-type: none"> Stores that sell beer only in winter 			Extra				
 Summer hotspots	<ul style="list-style-type: none"> Stores that sell beer only in summer 			Flavored/ National				
 Big Box	<ul style="list-style-type: none"> Wholesale stores that sell in PET 			Zero Alc/ Flavored				
 Hipster's hangout	<ul style="list-style-type: none"> Higher price point stores that specialize in rare segments: Artisan, Celiac and Import Premium beers 		 	Artisan/ Celiacs/ Import Premium				

3.4- Clustering and segmenting



A close-up photograph of several cold beer bottles. The bottles are covered in condensation, with droplets of water visible on the glass. The lighting is warm and focused on the bottles in the foreground, creating a cool, refreshment-themed atmosphere.

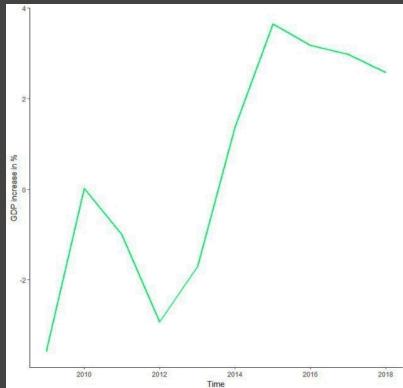
4- A View to the Future

The morning after the party

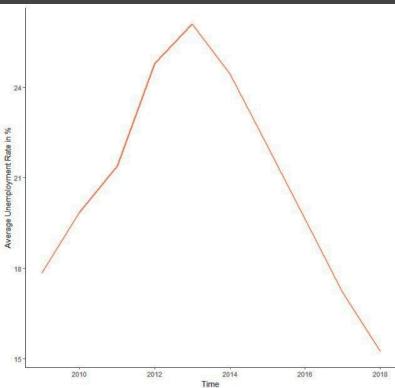
4.1-Spain's Economy

Teetering on the edge?

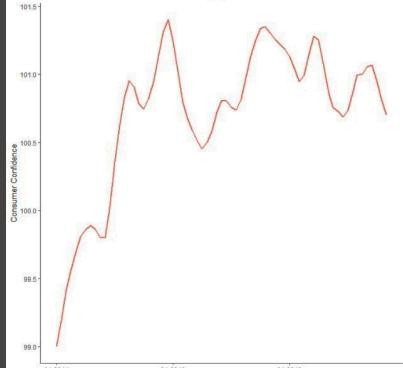
GDP growth



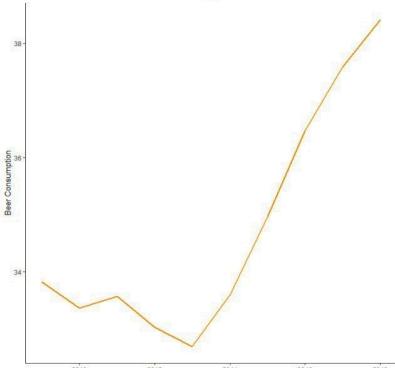
Unemployment



CCI



Beer consumption



- Growth falling away

- Consumer confidence at its lowest since x

- Unemployment on the turn?

- 25% of beer consumed by foreigners

- 22.5% of tourists from UK

BREXIT WARNING!

4.2-Market Factors

A rowdy crowd

Strong position

Supermarket attack

Regional preference

Seasonality

Market Downturn



Dutch Efficiency?



Mercadona Threat



Southern Powerhouse



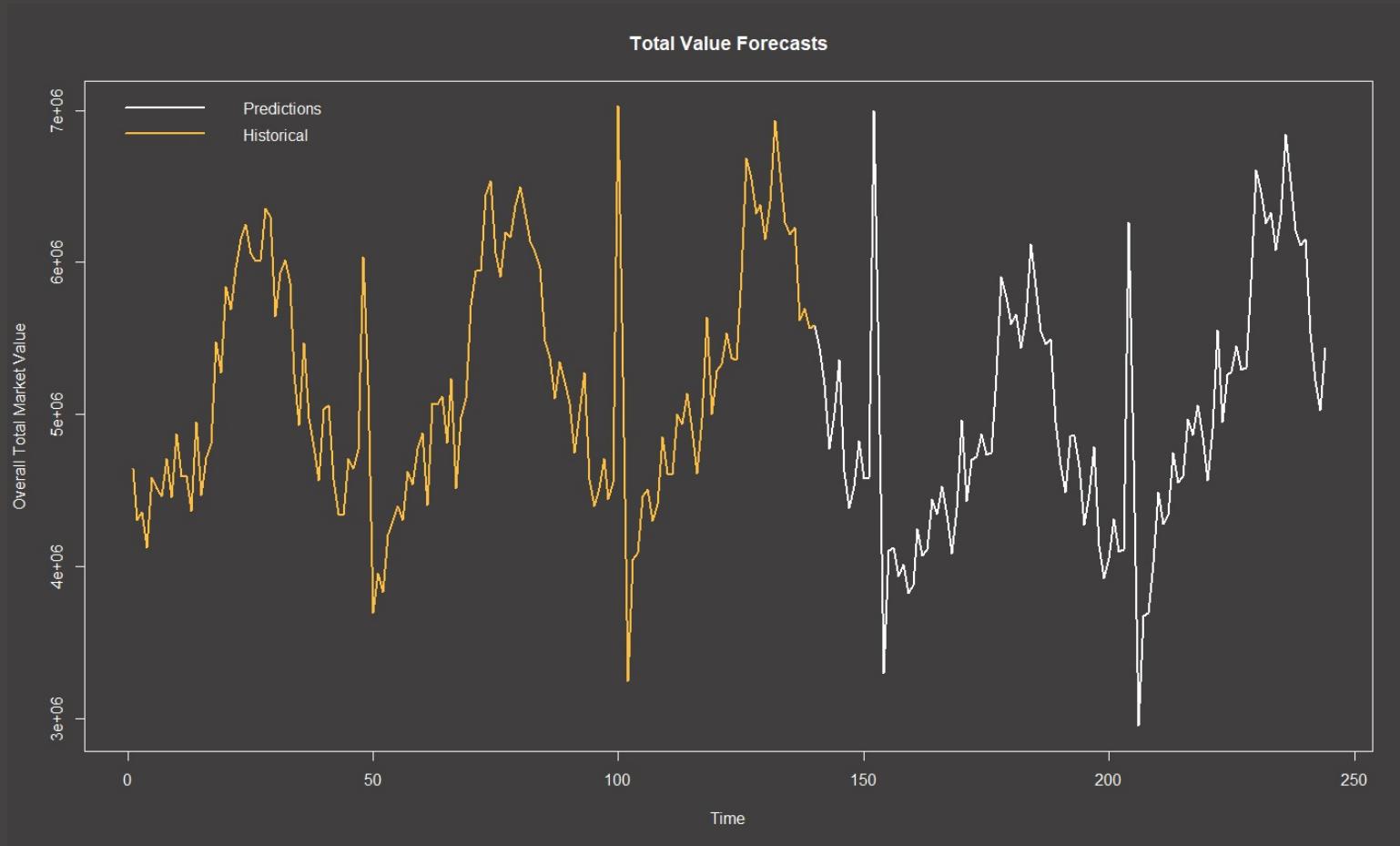
Flavoured summers



Disruptions Ahead

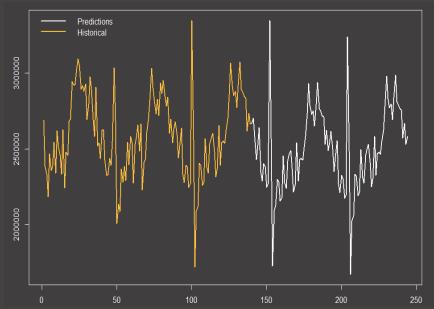


4.3-Beers into the Future

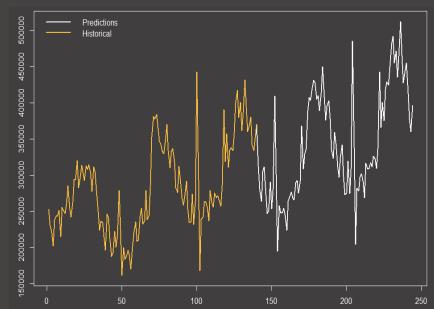


4.4-Beers into the Future

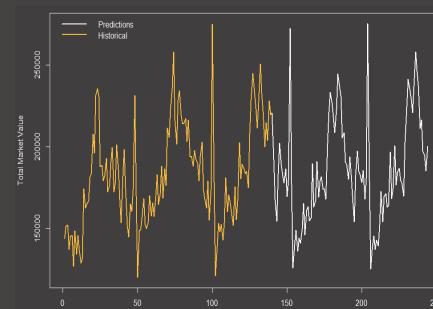
National



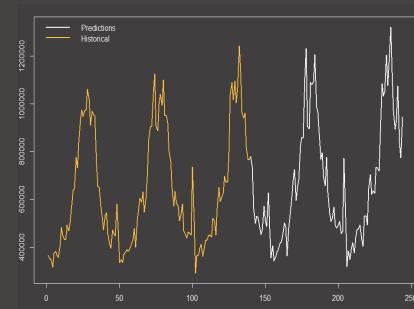
Zero Alcohol



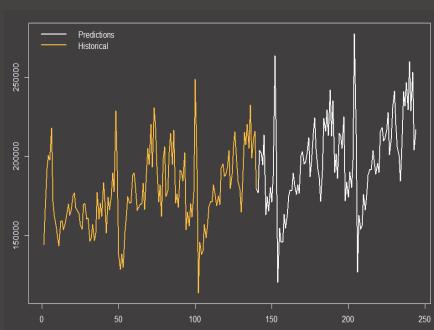
Without Alcohol



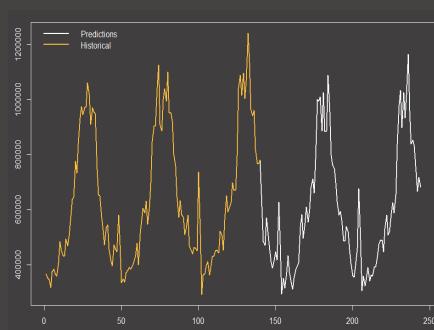
Black



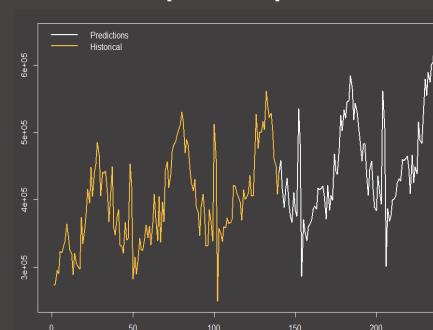
Extra



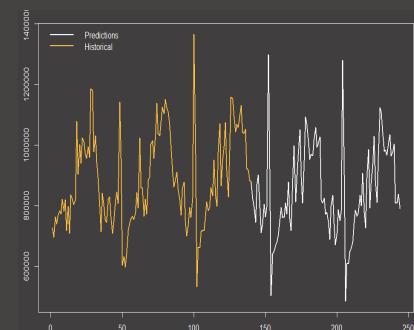
Flavoured



Imported Special

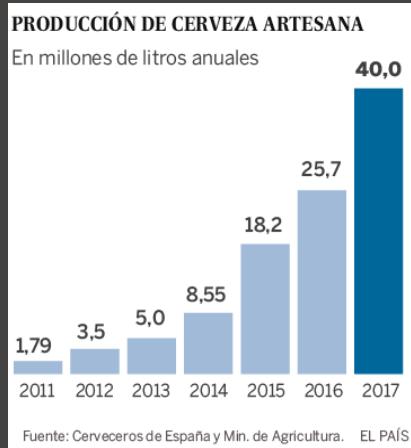


Imported Premium

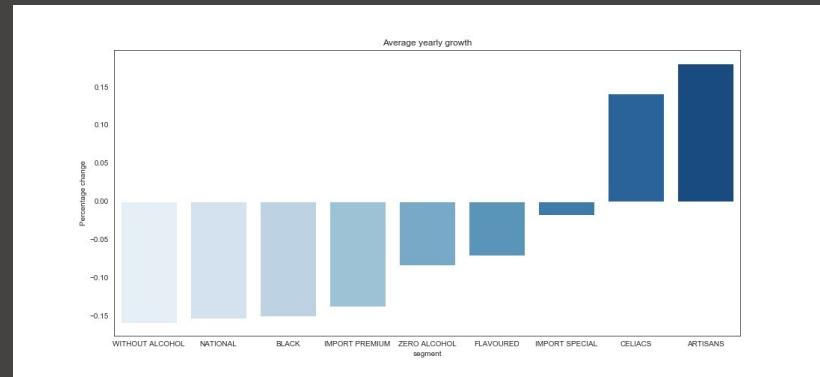
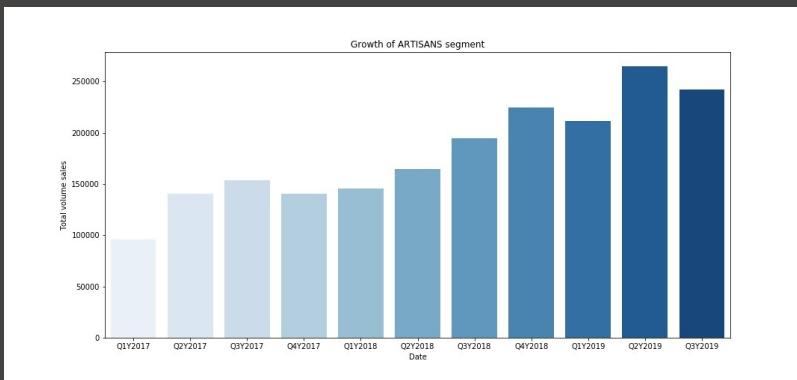


4.5-A New Hope

Hipsters to the rescue

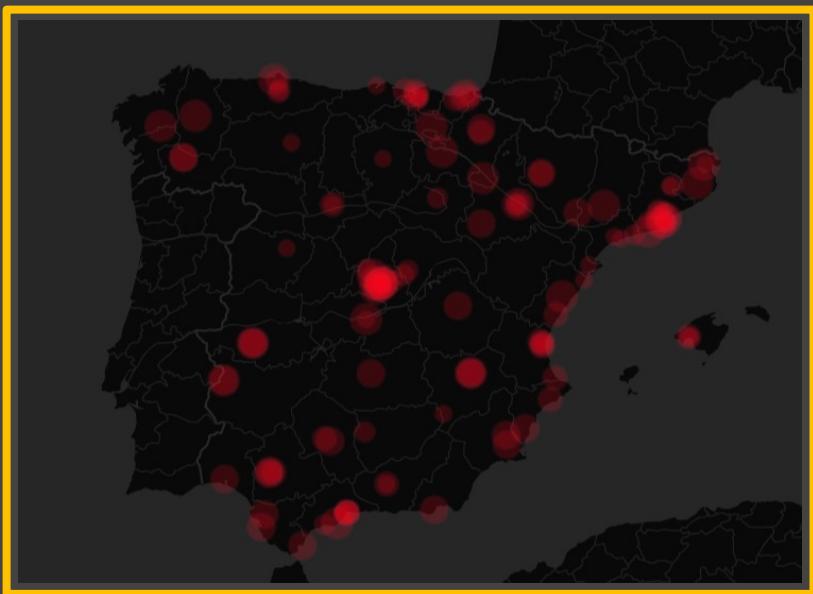


Artisanal Beer is
the growth
market



4.6- A New Hope

Artisanal beer is the answer



Growing

The artisanal market is currently growing at 37% per year in Spain

Opportunity

Our company currently has zero sales in this growth market

Proven success

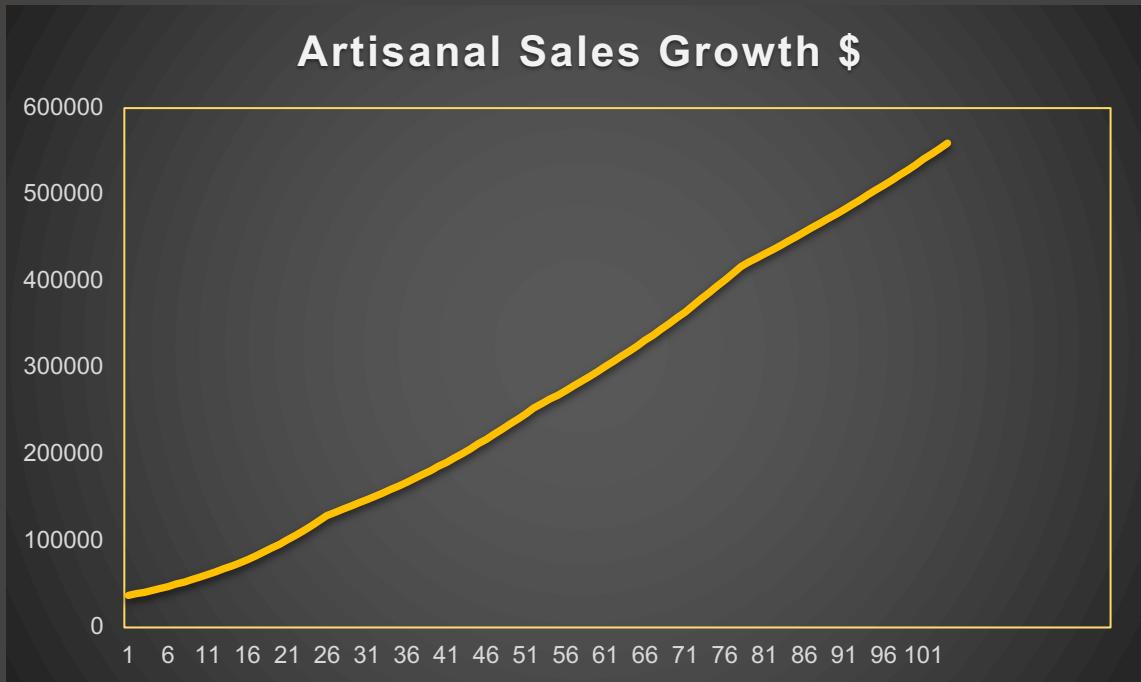
In the US the craft beer market is worth over \$114bn, 24% of total sales

New insurgents

Molson Coors has just arrived in the Spanish market, proving the opportunity

4.7- The Artisanal Solution

Seizing the opportunity



Targets

- 1% of the market by the end of month 1
- 5% of the market by the end of year 1
- 8% of the market by the end of year 2

-
This translates to
€559,547 in revenue



Any Questions?