Spotlight

Consumption of grain IMFL to increase multi-fold

Traditionally, IMFL has been manufactured using molasses in India. However, over the past few years, the industry has witnessed a shift from molasses to grains as the principle raw material for IMFL production. Over the next five years, CRISIL Research expects consumption of grain IMFL to grow at a robust rate which will significantly increase the share of grain IMFL in the total IMFL pie. On the supply side, though most of the current capacities are molasses based, a major portion of the new capacities are expected to be grain-based.
Opinion

Summary

Demand

✓ Overview of alcohol industry
  - Which are the segments and sub-segments of the Indian alcohol industry?
  - What is the expected growth in the Indian alcohol industry over the next 5 years?
  - What are the key demand drivers of alcohol?

✓ Segment-wise demand
  - Which are the key markets for IMFL, beer and wine?
  - What is the expected growth trajectory of the IMFL, beer and wine segments over the next 5 years?
  - What are the demand drivers for IMFL, beer and wine?

Profitability

✓ IMFL
  - Which are the key cost items of IMFL players?
  - What has been the trend in operating profitability of IMFL players over the past few years?
  - What is the outlook of operating profitability for IMFL players over the next 2 years?

✓ Beer
  - What are the key cost components of beer players?
  - What has been the trend in the operating profitability of beer players over the past few years?
  - What is the outlook on operating profitability for beer players over the next 2 years?

Distillers & Brewers
Industry Information

Regulations

- Which are the different types of markets, classified based on regulatory control?
- What is the regulatory framework of key states?

Manufacturing Process

- IMFL
  - What is the process for producing of IMFL?
  - Which are some of the important features of select IMFL drinks?

- Beer
  - What is the process for producing beer?
  - What is the difference between ale and lager?

- Wine
  - What is the process for manufacturing of wine?
  - What are the different types of wines?

Market structure

- IMFL
  - What is the structure of the IMFL market?
  - What is the market share of players in the IMFL market?
  - Which are the key IMFL brands?
  - Which are the key IMFL consuming regions?

- Beer
  - Which are the key players in the beer market?
  - What is the market share of players in the beer market?
  - Which are the key beer brands?
  - Which are the key beer-consuming regions?
✓ Wine

- Which are the different types of wines?
- Who are the key players in the wine market?
- Which are the key brands in wine?
- Which are the key wine-consuming regions?

✓ Consolidation

- What are the drivers for consolidation in the Indian alcohol industry?
- Which significant mergers and acquisitions have taken place in the Indian alcohol industry?

Costs & Profitability

✓ IMFL

- Which are the major costs for IMFL players?
- Which are the raw materials used for IMFL production?
- What is the availability of raw materials used in IMFL production?
- Which are costs involved in packaging of IMFL?

✓ Beer

- Which are the major costs for beer players?
- Which are the raw materials used for beer production?
- Which are alternatives used for packaging of beer?
- What are the historical volumes, realisations and profitability trends of beer players?

✓ Wine

- Which are the major costs for wine players?
- Which are the raw materials used in wine-making?
- What is the availability of the key raw material?
Player Profiles

- United Spirits
- United Breweries
- Radico Khaitan
- SAB Miller

Data and Statistics

- Raw materials
- Player financials
Thematic Studies

Country liquor market in India

✓ Market Structure

- What are the key differences between CL and IMFL?
- What is the total consumption of CL in India?
- What is the state-wise break-up of the country liquor consumption?

✓ Regulations

- What is the extent of regulatory control on the CL industry?
- Which are the types of markets based on distribution and retail channels?

✓ Demand Outlook

- What is the outlook on CL consumption over the next 5 years?
- What is the outlook on per capita consumption of key CL consuming states over the next 5 years?

✓ Profitability Outlook

- What are the key cost components of CL players?
- What is the comparison between CL and IMFL profitability?
- What is the outlook on CL profitability over the next 2 years?