



US Beer Industry Harvard Case Solution & Analysis

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How big is the industry?

- Large number of sales
- Firm grasp on the market share
- Many companies in the industry
- Market share decrease compared to sales increase

How does the industry operate?

In Process: v.s. Off-Process
 Consensus on Issue and Scope of Entry
 Nature of the Product
 Geographic Scope
 Level of Government Regulation

Porter's Five Forces



Potential Entrants

- Laws and Regulations
- Start-Up Cost
- Brand Loyalty

Suppliers

- Equipment
- Ingredients
- Packaging Products

Buyers

- Stores and Markets
- Bars and restaurants
- Individuals

Rivals



- Anheuser-Busch
- Bud v.s. Miller
- Craft Beer Rise
- Market entry v.s. Entry Barriers

Substitutes



- Liquor
- Wine

Competitive Positions of Major US Beer Corporations



Popular Product Mix



North American Market Overview



Successful Advertising



Market Entry Strategy



Market Entry Strategy



Product Market



Advertising Strategy



Market Entry Strategy



Market Entry Strategy





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On Premises v.s Off Premises
Economies of Scale and Ease of Entry
Nature of the Product
Geographic Scope
Level of Government Regulation



Driving Forces of the Industry

Product Innovation
Advertising and Marketing
Government Regulations

Product Innovation

Keeping Up With The Competitor

The beer industry's goal is to drive profitable growth, and bring new energy to the business.

Coors Light - Keeping The Beer Colder

Mini Keg - Home Tapped Beer

Bud Light Lime-a-Rita - Flavored Malt Beverage

Bud Light Platinum - Premium Beverage



SAB Miller Innovation

Irish Innovation

- Research has found a way to keep fizz in beer
- Nanotechnology
 - Small sheet 50x thinner than a human hair
 - Does not allow oxygen to enter the beer
 - keeps the carbon dioxide inside the bottle

Increase shelf life

- Reduces the production cost by reducing raw materials
- Environmental Impact



