

# Marketing Aspects Of The Brewing Industry - Christian Schmitt

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Anheuser-Busch has to rethink its current strategy and to focus on its core competence: brewing and marketing of beer. A strategic realignment acquires a disinvestment in the business units with low strategic fit, e.g. the theme park or the agriculture division. The integration strategy has to be ended. The money tied up there and additional funds by investors have to be used to acquire other breweries, especially in the emerging markets. At the same time, Anheuser-Busch should increase its interest in Grupo Modelo, to counteract demographic changes in its home market, the United States. Moreover, the brewery has to invest heavily in research and development, a key element for future success in the brewing industry. New beer and beer-mixed categories offer an opportunity for high profits, as new consumers feel attracted by these products. Besides all these changes, Anheuser-Busch should not take away too much attention from its home market and defend the leading market position. Thereby, the brand is the key element to success in the beer industry. Anheuser-Busch has to assure that it obtains the current brand reputation. The same applies to possible new acquisitions. The brewing business is quite a lucrative industry for macro-breweries like Anheuser-Busch. The overall pressure caused by the industry forces is moderate to low. The big market participants have only to be aware of substitute products, rivalry and, to a certain degree, of new entrants. Substitute products, like wine or other liquors, are becoming more and more popular, putting pressure on the beer market. Anheuser-Busch has to react by introducing new products and has to help that beer keeps a fashionable image. The rivalry is only a problem in the mature markets, whereas the pressure is low in emerging markets due to the market growth.

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