



The Knowledge to Decide

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**The Edge**  
**12 December 2005**

## **Tiger waiting to pounce**

### Synopsis

Spire's research was cited in The Edge on the 12 Dec 2005 (pg 20) on an article that detailed how Asia Pacific Breweries wants to make Tiger beer a pan-Asian brand.

For the fiscal year to September 2005, APB spent \$247.17 million on direct and indirect marketing, up 4.3% year-on-year (y-o-y). That's 17.2% of its total revenue. In comparison, the marketing expenditure of global brewers broadly ranges from 8% to 15% of total sales, says Leon Perera, managing director of Spire Research and Consulting.

As an illustration, Anheuser-Busch, which brews Budweiser, spent US\$2.59 billion (\$1 approx US\$0.60) on marketing, distribution and administrative expenses in 2004, 15.2% of its sales. Of this, Perera reckons some US\$1.5 billion would have been for marketing.

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