

Beer Market By Type (Lager, Ale, Stout & Porter, Malt, Others) , By Category (Popular-priced, Premium, Super Premium) By Packaging (Glass, Bottle, Can, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

<https://marketpublishers.com/r/B6FB5A5080BFEN.html>

Date: August 2024

Pages: 306

Price: US\$ 2,439.00 (Single User License)

ID: B6FB5A5080BFEN

Abstracts

Beer Market

The beer market was valued at \$650.2 billion in 2023 and is projected to reach \$873.0 billion by 2034, growing at a CAGR of 2.7% from 2024 to 2034.

Beer is a foamy, carbonated alcoholic beverage manufactured by the fermentation and brewing of cereal grain starch. The most common cereal grains used for beer production are maize, oats, rice, and malted barley. Along with cereal grains, water is the primary component of beer, constituting 90-95% of the total composition. Beer is one of the oldest prepared drinks globally and is the third most consumed beverage after water & tea.

Expansion of microbreweries and craft breweries is a key driver of the beer market as they are gaining significance among consumers seeking unique flavors. In addition, rise in social acceptance of beer in social gatherings and casual dining is augmenting the development of the market. With increasing health-consciousness among consumers, the trend of developing low alcoholic or no alcoholic beer is acquiring traction in the market. The brewing process of these beers remains similar to conventional ones; however, their alcoholic content is removed through different techniques such as reverse osmosis or vacuum distillation. These beers mirror the taste of traditional ones, hence are trending among consumers opting for healthy lifestyle.

However, the implementation of stringent governmental regulations regarding the advertising and distribution of alcoholic beverages hampers the growth of the beer market. Furthermore, premiumization of the market has resulted in surge in the prices of beers, which hinders a large segment of budget-sensitive consumers from purchasing the beverage. This hindrance restrains the widespread expansion of the market. On the contrary, rise in online sales of beers is anticipated to present lucrative opportunities for the market. According to the statistics of Gitnux—a business data and market trends website—e-commerce accounts for 1.9% of the total shares of global beer sales. Moreover, online sales upsurged by 234% in the U.S. in 2020. These figures indicate the critical role of e-commerce in opening new avenues for the beer market.

Segment Review

The beer market is segmented by type, category, packaging, and region. On the basis of type, the market is divided into lager, ale, stout & porter, malt, and others. As per category, it is categorized into popular-priced, premium, and super premium. By packaging, it is classified into glass, bottle, can, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the lager segment acquired a high stake in the market in 2023.

As per category, the premium segment held a major share of the market in 2023.

By packaging, the glass segment dominated the market in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global beer market include Anheuser-Busch InBev SA/NV, Beijing Enterprises Holdings Limited, CARLSBERG GROUP A/S, Diageo plc., Dogfish Head Craft Brewery, Inc., Heineken Holding NV., Squatters Pubs and Craft Beers, Sierra Nevada Brewing Co., The Boston Beer Company, Inc., and United Breweries Limited. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Type

Lager

Ale

Stout Porter

Malt

Others

By Category

Popular-priced

Premium

Super Premium

By Packaging

Glass

Bottle

Can

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Anheuser-Busch InBev SA/NV

Beijing Enterprises Holdings Limited

CARLSBERG GROUP A/S

Diageo plc.

Dogfish Head Craft Brewery, Inc.

Heineken Holding NV.

Squatters Pubs and Craft Beers

Sierra Nevada Brewing Co.

The Boston Beer Company, Inc.

United Breweries Limited

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: BEER MARKET, BY TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Type
- 4.2. Lager
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Ale
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Stout Porter
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Malt
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country
- 4.6. Others
 - 4.6.1. Key Market Trends, Growth Factors and Opportunities
 - 4.6.2. Market Size and Forecast, By Region
 - 4.6.3. Market Share Analysis, By Country

CHAPTER 5: BEER MARKET, BY CATEGORY

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Category
- 5.2. Popular-priced
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Premium
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. Super Premium
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country

CHAPTER 6: BEER MARKET, BY PACKAGING

- 6.1. Market Overview

- 6.1.1 Market Size and Forecast, By Packaging
- 6.2. Glass
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Bottle
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Can
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Others
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region
 - 6.5.3. Market Share Analysis, By Country

CHAPTER 7: BEER MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Type
 - 7.2.3. Market Size and Forecast, By Category
 - 7.2.4. Market Size and Forecast, By Packaging
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Beer Market
 - 7.2.6.1. Market Size and Forecast, By Type
 - 7.2.6.2. Market Size and Forecast, By Category
 - 7.2.6.3. Market Size and Forecast, By Packaging
 - 7.2.7. Canada Beer Market
 - 7.2.7.1. Market Size and Forecast, By Type
 - 7.2.7.2. Market Size and Forecast, By Category
 - 7.2.7.3. Market Size and Forecast, By Packaging
 - 7.2.8. Mexico Beer Market
 - 7.2.8.1. Market Size and Forecast, By Type
 - 7.2.8.2. Market Size and Forecast, By Category

7.2.8.3. Market Size and Forecast, By Packaging

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Type

7.3.3. Market Size and Forecast, By Category

7.3.4. Market Size and Forecast, By Packaging

7.3.5. Market Size and Forecast, By Country

7.3.6. France Beer Market

7.3.6.1. Market Size and Forecast, By Type

7.3.6.2. Market Size and Forecast, By Category

7.3.6.3. Market Size and Forecast, By Packaging

7.3.7. Germany Beer Market

7.3.7.1. Market Size and Forecast, By Type

7.3.7.2. Market Size and Forecast, By Category

7.3.7.3. Market Size and Forecast, By Packaging

7.3.8. Italy Beer Market

7.3.8.1. Market Size and Forecast, By Type

7.3.8.2. Market Size and Forecast, By Category

7.3.8.3. Market Size and Forecast, By Packaging

7.3.9. Spain Beer Market

7.3.9.1. Market Size and Forecast, By Type

7.3.9.2. Market Size and Forecast, By Category

7.3.9.3. Market Size and Forecast, By Packaging

7.3.10. UK Beer Market

7.3.10.1. Market Size and Forecast, By Type

7.3.10.2. Market Size and Forecast, By Category

7.3.10.3. Market Size and Forecast, By Packaging

7.3.11. Russia Beer Market

7.3.11.1. Market Size and Forecast, By Type

7.3.11.2. Market Size and Forecast, By Category

7.3.11.3. Market Size and Forecast, By Packaging

7.3.12. Rest Of Europe Beer Market

7.3.12.1. Market Size and Forecast, By Type

7.3.12.2. Market Size and Forecast, By Category

7.3.12.3. Market Size and Forecast, By Packaging

7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Type

7.4.3. Market Size and Forecast, By Category

- 7.4.4. Market Size and Forecast, By Packaging
- 7.4.5. Market Size and Forecast, By Country
- 7.4.6. China Beer Market
 - 7.4.6.1. Market Size and Forecast, By Type
 - 7.4.6.2. Market Size and Forecast, By Category
 - 7.4.6.3. Market Size and Forecast, By Packaging
- 7.4.7. Japan Beer Market
 - 7.4.7.1. Market Size and Forecast, By Type
 - 7.4.7.2. Market Size and Forecast, By Category
 - 7.4.7.3. Market Size and Forecast, By Packaging
- 7.4.8. India Beer Market
 - 7.4.8.1. Market Size and Forecast, By Type
 - 7.4.8.2. Market Size and Forecast, By Category
 - 7.4.8.3. Market Size and Forecast, By Packaging
- 7.4.9. South Korea Beer Market
 - 7.4.9.1. Market Size and Forecast, By Type
 - 7.4.9.2. Market Size and Forecast, By Category
 - 7.4.9.3. Market Size and Forecast, By Packaging
- 7.4.10. Australia Beer Market
 - 7.4.10.1. Market Size and Forecast, By Type
 - 7.4.10.2. Market Size and Forecast, By Category
 - 7.4.10.3. Market Size and Forecast, By Packaging
- 7.4.11. Thailand Beer Market
 - 7.4.11.1. Market Size and Forecast, By Type
 - 7.4.11.2. Market Size and Forecast, By Category
 - 7.4.11.3. Market Size and Forecast, By Packaging
- 7.4.12. Malaysia Beer Market
 - 7.4.12.1. Market Size and Forecast, By Type
 - 7.4.12.2. Market Size and Forecast, By Category
 - 7.4.12.3. Market Size and Forecast, By Packaging
- 7.4.13. Indonesia Beer Market
 - 7.4.13.1. Market Size and Forecast, By Type
 - 7.4.13.2. Market Size and Forecast, By Category
 - 7.4.13.3. Market Size and Forecast, By Packaging
- 7.4.14. Rest of Asia-Pacific Beer Market
 - 7.4.14.1. Market Size and Forecast, By Type
 - 7.4.14.2. Market Size and Forecast, By Category
 - 7.4.14.3. Market Size and Forecast, By Packaging
- 7.5. LAMEA

- 7.5.1. Key Market Trends and Opportunities
- 7.5.2. Market Size and Forecast, By Type
- 7.5.3. Market Size and Forecast, By Category
- 7.5.4. Market Size and Forecast, By Packaging
- 7.5.5. Market Size and Forecast, By Country
- 7.5.6. Brazil Beer Market
 - 7.5.6.1. Market Size and Forecast, By Type
 - 7.5.6.2. Market Size and Forecast, By Category
 - 7.5.6.3. Market Size and Forecast, By Packaging
- 7.5.7. South Africa Beer Market
 - 7.5.7.1. Market Size and Forecast, By Type
 - 7.5.7.2. Market Size and Forecast, By Category
 - 7.5.7.3. Market Size and Forecast, By Packaging
- 7.5.8. Saudi Arabia Beer Market
 - 7.5.8.1. Market Size and Forecast, By Type
 - 7.5.8.2. Market Size and Forecast, By Category
 - 7.5.8.3. Market Size and Forecast, By Packaging
- 7.5.9. UAE Beer Market
 - 7.5.9.1. Market Size and Forecast, By Type
 - 7.5.9.2. Market Size and Forecast, By Category
 - 7.5.9.3. Market Size and Forecast, By Packaging
- 7.5.10. Argentina Beer Market
 - 7.5.10.1. Market Size and Forecast, By Type
 - 7.5.10.2. Market Size and Forecast, By Category
 - 7.5.10.3. Market Size and Forecast, By Packaging
- 7.5.11. Rest of LAMEA Beer Market
 - 7.5.11.1. Market Size and Forecast, By Type
 - 7.5.11.2. Market Size and Forecast, By Category
 - 7.5.11.3. Market Size and Forecast, By Packaging

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Anheuser-Busch InBev SA/NV
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. Beijing Enterprises Holdings Limited
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. CARLSBERG GROUP A/S
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Diageo Plc.
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Dogfish Head Craft Brewery, Inc.
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments

- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. Heineken Holding NV.
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. Squatters Pubs And Craft Beers
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Sierra Nevada Brewing Co.
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. The Boston Beer Company, Inc.
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. United Breweries Limited
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot

9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments

I would like to order

Product name: Beer Market By Type (Lager, Ale, Stout & Porter, Malt, Others) , By Category (Popular-priced, Premium, Super Premium) By Packaging (Glass, Bottle, Can, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

Product link: <https://marketpublishers.com/r/B6FB5A5080BFEN.html>

Price: US\$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B6FB5A5080BFEN.html>