

Craft Beer Market by Product Type (Ale and Lager), Distribution Channel (On-Trade and off-Trade), and Age Group (21-35 Year Old and 40-54 Year Old, and 55 Years and Above): Global Opportunity Analysis and Industry Forecast, 2018-2025

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Abstracts

The global craft beer market was valued at \$108,912 million in 2018 and is projected to reach \$186,590 million by 2025, growing at a CAGR of 8.0% from 2018 to 2025. The rise in demand for different types of craft beers drives the growth of the global craft beer market.

In past decade, there has been a surge in the worldwide consumption of beer. According to the Brewers Association, beer represents nearly 75% of the global market share of alcoholic beverages with India, China, the U.S., Brazil, Russia, Germany, and Mexico being the key markets. When it comes to craft beer, Europe and North America are the dominant markets. These regions have witnessed rise in demand for different types of craft beers such as Porter, Stout, Brown ale, Lager, and cream ale. As a result, these regions play an important role in the growth of the market, in terms of value.

However, over consumption of beer causes many health hazards such as high blood pressure, heartburn, and intoxication. It also increases sugar level of the consumers. Furthermore, drinking inadequately distilled alcoholic beverages can lead to severe health disorders and death in few cases. Imposing high taxes on such beverages is one way to curb the availability of cheap alcohol. These factors are expected to restrain the market growth. In addition, stringent government regulations imposed on the beer market acts as a restrain for the market. Apart from this, import duty for imported products, excise duty, and value-added tax for locally produced products are on rise , which further impends the market growth.

Millennials play an important role in driving the demand for the global craft beer market. There is an increase in the off-premise spending on beer due to the rise in pub and night life culture among millennials. Also, factors such as occasions, motivators, and product preferences play an important role while buying and consuming craft beer. Smooth taste and different flavor are the major factors that drive the growth of the market among millennials.

The global craft beer market is segmented on the basis of product type, distribution channel, age group, and region. By product type, the lager segment accounts for a higher value share due to the rise in demand for different types of traditional beers.

Some of the key companies profiled in the report include Anheuser-Busch InBev, Carlsberg Group, Diageo PLC, Heineken N.V., Erdinger Brewery, Lasco Brewery, Oettinger Brewery, Radeberger Brewery, and BAVARIA N.V.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global craft beer market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Product Type

Ale

Lagers

By Distribution channel

On-trade

off-trade

By Age Group

21-35 Years Old

40-54 Years Old

55 Years and Above

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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