

# **Global Beer Market Size study, by Product Type (Ales, Lagers, Stouts & Porters, Malts, and Others), Category (Regular Beer, Premium Beer, and Super Premium Beer), Packaging (Bottled Beer, Canned Beer, and Draught Beer), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Beer Market is valued approximately USD 594.5 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.20 % over the forecast period 2021-2027. Beer is the most extensively consumed alcoholic beverage on the planet. This beverage is often made from cereal grains such as maize, rice, and wheat. Furthermore, hops are used in the brewing process to impart bitterness, stability, and taste to the beer. Instead of hops, other flavoring additives such as herbs, fruits, and grain might be used. The spike in demand for super-premium and high-end premium beer and modernization, urbanization, and shifts in consumer tastes and inclinations toward beer consumption has led to the consumption of beer during the forecasted period. The young generation is likely to continue to be the primary customer base of the alcohol sector. The growing number of clubs, bars, and brewers has also considerably boosted the beer market. According to the International Wines and Spirits Record (IWSR) press release, global beverage alcohol users consumed a total of 27.6 billion nine-litre cases of alcohol in 2018, and the IWSR predicts that overall alcohol consumption will steadily increase over the next five years, reaching 28.5 billion cases in 2023. According to the World Health Organization (WHO), beer accounted for around 36% of overall alcohol consumption in 2016. However, high excise charges and taxes on imported and domestic beer, as well as increasing public health concerns impedes the growth of the market over the forecast period of 2021-2027. Also, the abundance of raw materials foster more product manufacturing and rising demand for crafted beer is likely to increase the market growth during the forecast period.

The geographical analysis of global beer market is considered for the major regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to huge customer base, presence of large HoReCa sector and growing consumption of beer by young generation. Whereas, Asia-Pacific is also expected to display highest growth rate over the forecast period 2021-2027. Factors such as rising disposable income, the existence of large manufacturers and manufacturing, the availability of many and pleasant beer varieties, and the rapid urbanization would create lucrative growth prospects for the Beer market across Asia-Pacific region.

Major market player included in this report are:

Tsingtao Brewery Co. Ltd

Anheuser-Busch InBev

Carlsberg Group

Beijing Enterprises Holdings Limited

The Boston Beer Company Inc.

Heineken N.V.

Dogfish Head Brewery

Diageo Plc.

Sierra Nevada Brewing Co.

The Molson Coors Brewing Company

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Ales

Lagers

Stouts & Porters

Malts

Others

By Category:

Regular Beer

Premium Beer

Super Premium Beer

By Packaging:

Bottled Beer

Canned Beer

Draught Beer

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Beer Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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