

Global Craft Beer Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Craft beer refers to beer produced by small, independent breweries that focus on quality, flavor, and traditional brewing methods. These breweries often experiment with unique ingredients and brewing techniques, catering to consumers seeking distinctive and artisanal beverages. The craft beer market has witnessed significant growth in recent years, driven by shifting consumer preferences towards premium, flavorful, and locally-produced beers.

As of 2023, the global craft beer market is valued at approximately \$116 billion. The market is projected to grow at a compound annual growth rate (CAGR) of 9.73% from 2024 to 2032. This growth is fueled by several key drivers, including changing consumer tastes, a growing preference for unique and authentic products, increasing disposable incomes, and a rising interest in supporting local businesses and sustainability.

One prominent trend in the craft beer market is the increasing popularity of craft beer festivals and events, which provide breweries with opportunities to showcase their products, engage with consumers, and build brand awareness. Additionally, the rise of online craft beer sales and beer subscription services has expanded the reach of craft breweries beyond traditional distribution channels, enabling them to reach a wider audience of beer enthusiasts.

Another trend shaping the market is the growing demand for low-alcohol and non-alcoholic craft beers, driven by health-conscious consumers seeking lighter beverage options without compromising on flavor. Craft breweries are innovating to meet this

demand by introducing a variety of non-alcoholic and sessionable beers that cater to a broader consumer base.

Furthermore, the emphasis on sustainability and environmental responsibility is becoming increasingly important in the craft beer industry. Consumers are showing a preference for breweries that prioritize eco-friendly practices, such as using locally-sourced ingredients, implementing energy-efficient brewing processes, and reducing waste generation. Breweries that align with these values are likely to gain a competitive edge in the market.

In terms of regional market distribution, North America and Europe are the leading markets for craft beer, driven by a strong culture of beer consumption, a high number of craft breweries, and a growing demand for premium and artisanal beverages. In North America, the United States dominates the craft beer market, with a large number of breweries spread across the country and a diverse range of beer styles to cater to different consumer preferences.

In conclusion, while the craft beer market offers significant growth opportunities, breweries need to navigate challenges such as increasing competition, maintaining product quality and consistency, managing distribution channels, and adapting to changing consumer preferences. By staying innovative, focusing on quality, and aligning with consumer trends, craft breweries can position themselves for success in this dynamic and evolving market.

This report provides a deep insight into the global Craft Beer market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Craft Beer Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Craft Beer market in any manner.

Global Craft Beer Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Budweiser

Yuengling

The Boston Beer

Sierra Nevada

New Belgium Brewing

Gambrinus

Lagunitas

Bell's Brewery

Deschutes

Stone Brewery

Firestone Walker Brewing

Brooklyn Brewery

Dogfish Head Craft Brewery

Founders Brewing

SweetWater Brewing

Market Segmentation (by Type)

Ales

Lagers

Market Segmentation (by Application)

Bar

Restaurant

Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Craft Beer Market

Overview of the regional outlook of the Craft Beer Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Craft Beer Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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