

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

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Abstracts

Report Overview

Lager beer, a type of beer characterized by its bottom-fermenting yeast and cold storage, holds a significant position in the global beer market. Lager beer is known for its crisp and refreshing taste, making it a popular choice among consumers worldwide. In terms of market positioning, lager beer is often positioned as a mainstream beer offering, catering to a wide range of consumers due to its approachable flavor profile.

The current market size of the lager beer segment stands at approximately USD 245 million in 2023. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 3.67% from 2024 to 2032. This growth can be attributed to several key drivers and market forces shaping the lager beer market landscape.

One of the primary growth drivers for the lager beer market is the increasing consumer preference for light and easy-to-drink alcoholic beverages. Lager beer's mild taste and lower alcohol content make it appealing to a broad audience, including new or occasional beer drinkers. Additionally, the growing popularity of craft lager beers, which offer unique flavors and premium quality, is driving market expansion.

Moreover, the rise in disposable income levels in emerging economies has led to a surge in the consumption of alcoholic beverages, including lager beer. As more consumers in regions like Asia-Pacific and Latin America have greater purchasing power, the demand for lager beer is expected to rise significantly in these markets.

In terms of market trends, the lager beer segment is witnessing a shift towards innovative flavors and ingredients. Breweries are experimenting with different hops,

malts, and adjuncts to create new and exciting lager beer varieties that cater to evolving consumer preferences. Furthermore, sustainability and eco-conscious brewing practices are becoming increasingly important, with consumers showing a preference for lager beers produced using environmentally friendly methods.

Regional market distribution plays a crucial role in the lager beer market, with leading markets such as Europe, North America, and Asia-Pacific driving significant consumption. Europe, particularly countries like Germany and the Czech Republic, has a strong tradition of lager beer production and consumption, contributing to its dominance in the market. In North America, the United States leads the lager beer market due to its large consumer base and thriving craft beer industry. In Asia-Pacific, countries like China and Japan are experiencing a growing demand for lager beer, fueled by changing consumer preferences and increasing urbanization.

Despite its growth prospects, the lager beer market faces challenges such as increasing competition from other alcoholic beverages like craft beer and spirits. Additionally, changing consumer preferences towards healthier options and non-alcoholic beverages present a challenge for traditional lager beer brands, necessitating innovation and adaptation to stay relevant in the market.

In conclusion, the lager beer market presents opportunities for growth driven by consumer preferences, innovation, and economic factors. By staying attuned to market trends, leveraging regional strengths, and addressing key challenges, lager beer brands can position themselves for success in a dynamic and competitive market landscape.

This report provides a deep insight into the global Lager 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 Lager 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 Lager Beer market in any manner.

Global Lager 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

Modelo

Heineken

Coors

Stella

Corona

Hite

Beck's

Miller

Market Segmentation (by Type)

Pasteurimd Beer

Draft Beer

Market Segmentation (by Application)

Supermarket & Mall

Brandstore

E-commerce

Others

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 Lager Beer Market

Overview of the regional outlook of the Lager 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 Lager 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.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Lager Beer

1.2 Key Market Segments

1.2.1 Lager Beer Segment by Type

1.2.2 Lager Beer Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 LAGER BEER MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Lager Beer Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Lager Beer Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 LAGER BEER MARKET COMPETITIVE LANDSCAPE

3.1 Global Lager Beer Sales by Manufacturers (2019-2024)

3.2 Global Lager Beer Revenue Market Share by Manufacturers (2019-2024)

3.3 Lager Beer Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Lager Beer Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Lager Beer Sales Sites, Area Served, Product Type

3.6 Lager Beer Market Competitive Situation and Trends

3.6.1 Lager Beer Market Concentration Rate

3.6.2 Global 5 and 10 Largest Lager Beer Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 LAGER BEER INDUSTRY CHAIN ANALYSIS

4.1 Lager Beer Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LAGER BEER MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 LAGER BEER MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Lager Beer Sales Market Share by Type (2019-2024)

6.3 Global Lager Beer Market Size Market Share by Type (2019-2024)

6.4 Global Lager Beer Price by Type (2019-2024)

7 LAGER BEER MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Lager Beer Market Sales by Application (2019-2024)

7.3 Global Lager Beer Market Size (M USD) by Application (2019-2024)

7.4 Global Lager Beer Sales Growth Rate by Application (2019-2024)

8 LAGER BEER MARKET SALES BY REGION

8.1 Global Lager Beer Sales by Region

8.1.1 Global Lager Beer Sales by Region

8.1.2 Global Lager Beer Sales Market Share by Region

8.2 Global Lager Beer Market Size by Region

8.2.1 Global Lager Beer Market Size by Region

8.2.2 Global Lager Beer Market Size Market Share by Region

8.3 North America

8.3.1 North America Lager Beer Sales by Country

8.3.2 North America Lager Beer Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Lager Beer Sales by Country

8.4.2 Europe Lager Beer Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Lager Beer Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Lager Beer Market Size by Region

8.6.2 Asia Pacific Lager Beer Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Lager Beer Sales by Country

8.7.2 South America Lager Beer Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Lager Beer Sales by Region

8.8.2 Middle East and Africa Lager Beer Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 LAGER BEER MARKET PRODUCTION BY REGION

- 9.1 Global Production of Lager Beer by Region (2019-2024)
- 9.2 Global Lager Beer Revenue Market Share by Region (2019-2024)
- 9.3 Global Lager Beer Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Lager Beer Production
 - 9.4.1 North America Lager Beer Production Growth Rate (2019-2024)
 - 9.4.2 North America Lager Beer Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Lager Beer Production
 - 9.5.1 Europe Lager Beer Production Growth Rate (2019-2024)
 - 9.5.2 Europe Lager Beer Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Lager Beer Production (2019-2024)
 - 9.6.1 Japan Lager Beer Production Growth Rate (2019-2024)
 - 9.6.2 Japan Lager Beer Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Lager Beer Production (2019-2024)
 - 9.7.1 China Lager Beer Production Growth Rate (2019-2024)
 - 9.7.2 China Lager Beer Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Budweiser
 - 10.1.1 Budweiser Lager Beer Basic Information
 - 10.1.2 Budweiser Lager Beer Product Overview
 - 10.1.3 Budweiser Lager Beer Product Market Performance
 - 10.1.4 Budweiser Business Overview
 - 10.1.5 Budweiser Lager Beer SWOT Analysis
 - 10.1.6 Budweiser Recent Developments
- 10.2 Modelo
 - 10.2.1 Modelo Lager Beer Basic Information
 - 10.2.2 Modelo Lager Beer Product Overview
 - 10.2.3 Modelo Lager Beer Product Market Performance
 - 10.2.4 Modelo Business Overview
 - 10.2.5 Modelo Lager Beer SWOT Analysis

10.2.6 Modelo Recent Developments

10.3 Heineken

10.3.1 Heineken Lager Beer Basic Information

10.3.2 Heineken Lager Beer Product Overview

10.3.3 Heineken Lager Beer Product Market Performance

10.3.4 Heineken Lager Beer SWOT Analysis

10.3.5 Heineken Business Overview

10.3.6 Heineken Recent Developments

10.4 Coors

10.4.1 Coors Lager Beer Basic Information

10.4.2 Coors Lager Beer Product Overview

10.4.3 Coors Lager Beer Product Market Performance

10.4.4 Coors Business Overview

10.4.5 Coors Recent Developments

10.5 Stella

10.5.1 Stella Lager Beer Basic Information

10.5.2 Stella Lager Beer Product Overview

10.5.3 Stella Lager Beer Product Market Performance

10.5.4 Stella Business Overview

10.5.5 Stella Recent Developments

10.6 Corona

10.6.1 Corona Lager Beer Basic Information

10.6.2 Corona Lager Beer Product Overview

10.6.3 Corona Lager Beer Product Market Performance

10.6.4 Corona Business Overview

10.6.5 Corona Recent Developments

10.7 Hite

10.7.1 Hite Lager Beer Basic Information

10.7.2 Hite Lager Beer Product Overview

10.7.3 Hite Lager Beer Product Market Performance

10.7.4 Hite Business Overview

10.7.5 Hite Recent Developments

10.8 Beck's

10.8.1 Beck's Lager Beer Basic Information

10.8.2 Beck's Lager Beer Product Overview

10.8.3 Beck's Lager Beer Product Market Performance

10.8.4 Beck's Business Overview

10.8.5 Beck's Recent Developments

10.9 Miller

- 10.9.1 Miller Lager Beer Basic Information
- 10.9.2 Miller Lager Beer Product Overview
- 10.9.3 Miller Lager Beer Product Market Performance
- 10.9.4 Miller Business Overview
- 10.9.5 Miller Recent Developments

11 LAGER BEER MARKET FORECAST BY REGION

- 11.1 Global Lager Beer Market Size Forecast
- 11.2 Global Lager Beer Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Lager Beer Market Size Forecast by Country
 - 11.2.3 Asia Pacific Lager Beer Market Size Forecast by Region
 - 11.2.4 South America Lager Beer Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Lager Beer by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Lager Beer Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Lager Beer by Type (2025-2032)
 - 12.1.2 Global Lager Beer Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Lager Beer by Type (2025-2032)
- 12.2 Global Lager Beer Market Forecast by Application (2025-2032)
 - 12.2.1 Global Lager Beer Sales (K MT) Forecast by Application
 - 12.2.2 Global Lager Beer Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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