

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

<https://marketpublishers.com/r/G001422D8303EN.html>

Date: December 2024

Pages: 142

Price: US\$ 2,800.00 (Single User License)

ID: G001422D8303EN

Abstracts

Report Overview

Original Beer, a traditional alcoholic beverage brewed from malted barley, hops, yeast, and water, holds a significant position in the global alcoholic beverages market. Known for its distinct flavor profiles and brewing techniques, Original Beer caters to a diverse consumer base ranging from casual drinkers to connoisseurs. The market for Original Beer is characterized by a rich heritage, stringent quality standards, and a wide range of product offerings, including lagers, ales, stouts, and more.

As of 2023, the global market size for Original Beer stands at approximately \$320 million. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.75% from 2024 to 2032. This growth can be attributed to several key drivers, including shifting consumer preferences towards craft and artisanal beverages, increasing disposable incomes in emerging markets, and the rising popularity of beer tourism and brewery experiences.

One prominent trend in the Original Beer market is the surge in craft breweries and microbreweries globally. These establishments focus on small-batch production, unique flavors, and local ingredients, catering to consumers seeking authentic and innovative beer experiences. For example, the craft beer movement in the United States has seen exponential growth, with consumers showing a preference for small-batch, independently brewed Original Beers over mass-produced alternatives.

Another trend shaping the market is the growing demand for low-alcohol and non-alcoholic Original Beers. Health-conscious consumers are increasingly seeking lighter alternatives to traditional beers, leading to the development of innovative low-alcohol

and non-alcoholic variants by major breweries and craft producers. This trend aligns with the broader shift towards healthier lifestyles and moderation in alcohol consumption.

Furthermore, the rise of e-commerce and online beer delivery services has revolutionized the distribution channels for Original Beer. Consumers now have greater access to a wide variety of Original Beers from around the world, driving market growth and expanding the reach of both established brands and niche producers.

In terms of regional market distribution, Europe currently leads the Original Beer market, driven by a strong beer culture, a rich brewing heritage, and a high concentration of craft breweries. North America follows closely behind, with a thriving craft beer scene and a growing consumer interest in premium and artisanal Original Beers. Asia-Pacific is also emerging as a key market for Original Beer, fueled by changing consumer preferences, urbanization, and increasing disposable incomes.

Despite the positive outlook, the Original Beer market faces challenges such as regulatory hurdles, fluctuating raw material costs, and intense competition among breweries. For instance, stringent alcohol regulations in certain regions can hinder market entry and expansion for Original Beer producers. Additionally, rising prices of key ingredients like barley and hops can impact production costs and profit margins for breweries, necessitating strategic pricing and supply chain management.

In conclusion, the Original Beer market presents lucrative opportunities for growth driven by evolving consumer preferences, the rise of craft breweries, and expanding distribution channels. To capitalize on these trends, Original Beer producers should focus on innovation, quality differentiation, and strategic partnerships to navigate market challenges and sustain long-term success in the competitive landscape.

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

Global Original 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

Kalnapilis

Asiastar Corp

HOFBRAUHAUS

CLAUSTHALER

SLEEMAN

Leinenkugel's

Weihenstephan

CRABBIE'S

Carlsberg

Czechvar

Market Segmentation (by Type)

Craft Puree

Crude Brewed Puree

Other

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Original Beer Market

Overview of the regional outlook of the Original 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 Original 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 Original Beer

1.2 Key Market Segments

1.2.1 Original Beer Segment by Type

1.2.2 Original 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 ORIGINAL BEER MARKET OVERVIEW

2.1 Global Market Overview

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

2.1.2 Global Original 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 ORIGINAL BEER MARKET COMPETITIVE LANDSCAPE

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

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

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

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

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

3.6 Original Beer Market Competitive Situation and Trends

3.6.1 Original Beer Market Concentration Rate

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

3.6.3 Mergers & Acquisitions, Expansion

4 ORIGINAL BEER INDUSTRY CHAIN ANALYSIS

4.1 Original 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 ORIGINAL 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 ORIGINAL BEER MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

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

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

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

7 ORIGINAL BEER MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

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

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

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

8 ORIGINAL BEER MARKET SALES BY REGION

8.1 Global Original Beer Sales by Region

8.1.1 Global Original Beer Sales by Region

8.1.2 Global Original Beer Sales Market Share by Region

8.2 Global Original Beer Market Size by Region

8.2.1 Global Original Beer Market Size by Region

8.2.2 Global Original Beer Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Original Beer Sales by Country
- 8.3.2 North America Original 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 Original Beer Sales by Country
- 8.4.2 Europe Original 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 Original 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 Original Beer Market Size by Region
- 8.6.2 Asia Pacific Original 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 Original Beer Sales by Country
- 8.7.2 South America Original 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 Original Beer Sales by Region
- 8.8.2 Middle East and Africa Original 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 ORIGINAL BEER MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Kalnapilis
 - 10.1.1 Kalnapilis Original Beer Basic Information
 - 10.1.2 Kalnapilis Original Beer Product Overview
 - 10.1.3 Kalnapilis Original Beer Product Market Performance
 - 10.1.4 Kalnapilis Business Overview
 - 10.1.5 Kalnapilis Original Beer SWOT Analysis
 - 10.1.6 Kalnapilis Recent Developments
- 10.2 Asiastar Corp
 - 10.2.1 Asiastar Corp Original Beer Basic Information
 - 10.2.2 Asiastar Corp Original Beer Product Overview
 - 10.2.3 Asiastar Corp Original Beer Product Market Performance
 - 10.2.4 Asiastar Corp Business Overview
 - 10.2.5 Asiastar Corp Original Beer SWOT Analysis

10.2.6 Asiastar Corp Recent Developments

10.3 HOFBRAUHAUS

10.3.1 HOFBRAUHAUS Original Beer Basic Information

10.3.2 HOFBRAUHAUS Original Beer Product Overview

10.3.3 HOFBRAUHAUS Original Beer Product Market Performance

10.3.4 HOFBRAUHAUS Original Beer SWOT Analysis

10.3.5 HOFBRAUHAUS Business Overview

10.3.6 HOFBRAUHAUS Recent Developments

10.4 CLAUSTHALER

10.4.1 CLAUSTHALER Original Beer Basic Information

10.4.2 CLAUSTHALER Original Beer Product Overview

10.4.3 CLAUSTHALER Original Beer Product Market Performance

10.4.4 CLAUSTHALER Business Overview

10.4.5 CLAUSTHALER Recent Developments

10.5 SLEEMAN

10.5.1 SLEEMAN Original Beer Basic Information

10.5.2 SLEEMAN Original Beer Product Overview

10.5.3 SLEEMAN Original Beer Product Market Performance

10.5.4 SLEEMAN Business Overview

10.5.5 SLEEMAN Recent Developments

10.6 Leinenkugel's

10.6.1 Leinenkugel's Original Beer Basic Information

10.6.2 Leinenkugel's Original Beer Product Overview

10.6.3 Leinenkugel's Original Beer Product Market Performance

10.6.4 Leinenkugel's Business Overview

10.6.5 Leinenkugel's Recent Developments

10.7 Weihenstephan

10.7.1 Weihenstephan Original Beer Basic Information

10.7.2 Weihenstephan Original Beer Product Overview

10.7.3 Weihenstephan Original Beer Product Market Performance

10.7.4 Weihenstephan Business Overview

10.7.5 Weihenstephan Recent Developments

10.8 CRABBIE'S

10.8.1 CRABBIE'S Original Beer Basic Information

10.8.2 CRABBIE'S Original Beer Product Overview

10.8.3 CRABBIE'S Original Beer Product Market Performance

10.8.4 CRABBIE'S Business Overview

10.8.5 CRABBIE'S Recent Developments

10.9 Carlsberg

- 10.9.1 Carlsberg Original Beer Basic Information
- 10.9.2 Carlsberg Original Beer Product Overview
- 10.9.3 Carlsberg Original Beer Product Market Performance
- 10.9.4 Carlsberg Business Overview
- 10.9.5 Carlsberg Recent Developments
- 10.10 Czechvar
 - 10.10.1 Czechvar Original Beer Basic Information
 - 10.10.2 Czechvar Original Beer Product Overview
 - 10.10.3 Czechvar Original Beer Product Market Performance
 - 10.10.4 Czechvar Business Overview
 - 10.10.5 Czechvar Recent Developments

11 ORIGINAL BEER MARKET FORECAST BY REGION

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

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

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

13 CONCLUSION AND KEY FINDINGS

I would like to order

Product name: Global Original Beer Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G001422D8303EN.html>

Price: US\$ 2,800.00 (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/G001422D8303EN.html>