

Global Draught Beer Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Draught Beer market size will reach 17,320 Million USD in 2025 and is projected to reach 20,239 Million USD by 2032, with a CAGR of 2.25% (2025-2032). Notably, the China Draught Beer market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Draught beer, also known as draft beer, refers to freshly brewed and carbonated beer that is served directly from kegs or casks, rather than being bottled or canned. This type of beer is typically stored in pressurized containers and delivered to a tap system, allowing it to be poured directly into glasses or mugs at bars, pubs, and restaurants. The process of serving draught beer involves regulating temperature, pressure, and carbonation levels to ensure optimal flavor and texture. The absence of packaging and the direct dispensing method contribute to a distinct, often smoother taste and a desirable frothy head, making draught beer a popular choice for enthusiasts who appreciate the nuances of its flavor profile and the communal experience it offers.

The major global manufacturers of Draught Beer include Anheuser–Busch InBev, Heineken, Carlsberg, Molson Coors, Asahi, Kirin, Group? Castel, Constellation Brands, Grupo Petr?polis, Anadolu Efes, San Miguel, Gold Star, CR Beer, Duvel, Tsingtao Brewery, Yanjing, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Draught Beer. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Draught Beer market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Draught Beer market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Draught Beer industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Draught Beer Include:

Anheuser–Busch InBev

Heineken

Carlsberg

Molson Coors

Asahi

Kirin

Group? Castel

Constellation Brands

Grupo Petr?polis

Anadolu Efes

San Miguel

Gold Star

CR Beer

Duvel

Tsingtao Brewery

Yanjing

Draught Beer Product Segment Include:

Discount

Mainstream

Premium

Superpremium

Draught Beer Product Application Include:

Commercial Use

Home Use

Chapter Scope

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