

Beer in the US

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Abstracts

Total volume sales of beer in the US continued to decline in 2023. Bud Light, the long-reigning beer brand by volume in the US, saw a devastating loss in volumes in terms of actual sales and share in 2023, due to a pernicious culture war-driven boycott early in the year. Losses selectively impacted AB InBev's portfolio and continued to linger almost a year after initial consumer calls to shun Bud Light. While much has been posited of Constellation and its Modelo brand benefiting from this behaviou...

Euromonitor International's Beer in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beer market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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June 2024

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