

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Craft Beer Market 2018, Forecast to 2023

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## Abstracts

Craft beer - what used to be referred to as 'micro-brewed' or 'boutique' beer - took its modern roots in the United States around thirty years ago as a new breed of keen brewers rediscovered lost styles and interesting, flavoursome brews. Australia, New Zealand, Canada, Japan and Scandinavia and pockets of Europe are today leading the charge, providing alternatives to the traditional Euro-style lagers.

Scope of the Report:

This report focuses on the Craft Beer in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Craft beer is fetching higher sales than traditional beer due to endeavors from local and international brewers that are expanding their distribution network and at the same time offering exciting new flavors and tastes. The rising consumer preference for low alcohol by volume (ABV) beer is fueling the growth of the global craft beer market.

Consumers are increasingly preferring new styles and flavors of craft beer thus boosting its marketability. With the use of premium quality raw materials and advanced brewing techniques, major chunk of beer consumers have been successfully diverted to craft beer segment from mainstream beer.

The craft beer industry is majorly driven by its Premiumization aspect, wherein the consumers willingly pay higher prices for craft beer than its traditional counterparts due to its exotic flavor profile and convenience of making. Thus, higher margins associated with craft beer fetches higher profitability.

The global craft beer market is segmented by type, distribution and geography. Based on the type of craft beer, the market has been further segmented into Ales (Pale, strong, Indian, brown and Scottish styles), Pilseners and Pale Lagers, Wild/Sour Beer, Wheat Beers, Porters, Stouts, Bocks, Hybrid and Specialty Beers. India pale ale (IPAs) are a major growth driver followed by pilsners.

Based on the distribution channels, the market is further segmented into on-trade and off-trade distribution. The former sub-category is the one wherein the alcoholic drinks are sold in bars, restaurants, clubs and pubs and similar channels. The off-trade distribution is the one where craft beer is distributed through retailers, wholesalers, and online channels.

Due to the rapid growth of hospitality sector particularly in the developed economies, the on-trade distribution channels have promising growth potential. On the contrary, the off-trade distribution has higher growth prospects in emerging economies where affordability is the key to sales performance.

The worldwide market for Craft Beer is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Budweiser

Yuengling

The Boston Beer Company

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 Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Ales

Lagers

Market Segment by Applications, can be divided into

Bar

Food Service

Retail

There are 15 Chapters to deeply display the global Craft Beer market.

Chapter 1, to describe Craft Beer Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Craft Beer, with sales, revenue, and price of Craft Beer, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Craft Beer, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Craft Beer market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Craft Beer sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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