

# Global Lager Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Lager market size was valued at USD 303120 million in 2023 and is forecast to a readjusted size of USD 374380 million by 2030 with a CAGR of 3.1% during review period.

Lager is a type of beer conditioned at low temperatures. The term 'lager' may also be used as a verb to describe the cold-conditioning process that marks the style. There are dozens of beer styles which fit in the lager type, broadly categorized by the depth of color, being (from lightest to darkest) pale, golden, amber, or dark. Pale lager is the most widely consumed and commercially available style of beer.

Lager beer uses a process of cool fermentation, followed by maturation in cold storage. The German word 'Lager' means storeroom or warehouse. The yeast generally used with lager brewing is *Saccharomyces pastorianus*. It is a close relative of the *Saccharomyces cerevisiae* yeast used for warm fermented ales.

The Global Info Research report includes an overview of the development of the Lager industry chain, the market status of Blue-collar Worker (Standard Lager, Premium Lager), White-collar Worker (Standard Lager, Premium Lager), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Lager.

Regionally, the report analyzes the Lager markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Lager market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Lager market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Lager industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Standard Lager, Premium Lager).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Lager market.

**Regional Analysis:** The report involves examining the Lager market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Lager market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Lager:

**Company Analysis:** Report covers individual Lager manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Lager This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Blue-collar Worker, White-collar Worker).

**Technology Analysis:** Report covers specific technologies relevant to Lager. It assesses

the current state, advancements, and potential future developments in Lager areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Lager market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Lager market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Standard Lager

Premium Lager

#### Market segment by Application

Blue-collar Worker

White-collar Worker

Retired and Unemployed Individual

#### Major players covered

AB InBev

Heineken

SAB Miller

Carlsberg

Asahi Group

Beck's Brewery

Birra Menabrea

Bitburger Braugruppe

Budweiser Budvar Brewery

Cesu Alus

Chinese Resource Enterprise

D.G. Yuengling and Son

Diageo

Forst

Grupo Modelo

Kirin Holdings

Krombacher

Molson Coors

New Belgium Brewing

Oettinger Brewery Group

Pivovarna La?ko

Radeberger Brewery

Radeberger Gruppe

Royal Unibrew

San Miguel Brewery

Sierra Nevada Brewing

?vyturys

The Boston Beer

The Gambrinus

Tsingtao Brewery

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Lager product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Lager, with price, sales, revenue and global market share of Lager from 2019 to 2024.

Chapter 3, the Lager competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Lager breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Lager market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Lager.

Chapter 14 and 15, to describe Lager sales channel, distributors, customers, research findings and conclusion.

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