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Fruit Beer Market Size, Share & Trends Analysis Report By Flavor (Peach, Raspberry, Cherry, Apricot), By Distribution Channel (On-trade, Off-trade), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

The global fruit beer market size is expected to reach USD 379.5 million by 2027, exhibiting a CAGR of 4.5% over the forecast period, according to a new report by Grand View Research, Inc. Growing popularity of alcohol free beer among millennials as an occasional drink during after-office hours and weekends is expected to remain a favorable factor for the industry growth over the next few years.

In terms of flavor, the market is bifurcated into peach, raspberry, cherry, apricot, and others. Raspberry flavored beer accounted for the largest share of 29.9% in 2019 owing to high popularity of this fruit flavor among young consumers. Cherry flavored beer is expected to expand at the fastest CAGR of 5.1% over the forecast period owing to high popularity of this fruit flavor among female consumers. Moreover, increasing product availability at supermarkets and hypermarkets is expected to contribute to the segment growth.

On-trade sales channel accounted for a share of 65.4% in 2019. Growing trend of socializing at bars, pubs, and liquor lounges owing to availability of a variety of options is a major factor driving the sale of fruit beer through on-trade distribution channel. Increasing number of microbreweries across the world is also expected to drive the on-trade channel segment.

Off-trade distribution channel is expected to expand at the fastest CAGR of 5.1% over the forecast period. Increasing product availability at hypermarkets is a main factor driving the sales of fruit beer through off-trade channel. Furthermore, increasing number

of hypermarkets in economies, such as India, China, and Brazil, is expected to contribute to the segment growth.

Further key findings from the study suggest:

In terms of flavor, the raspberry segment was valued at USD 79.8 million in 2019. It is expected to witness significant growth in the coming years as a result of growing popularity of raspberry flavor among consumers

Off-trade distribution channel is expected to expand at the highest CAGR of 5.1% over the forecast period. Increasing availability of the product at affordable prices through off-trade distribution channel will boost the segment growth

Asia Pacific is expected to exhibit the fastest CAGR of 6.3% from 2020 to 2027 due to growing popularity of alcohol-free beer among the youth population of countries, including China and India

Key industry players of fruit beer market include Jester King, New Glarus Brewing Company, Allagash Brewing Company, SIREN CRAFT BREW, Founders Brewing Co., New Belgium Brewing Company, Anchor Brewing, The Golden Road, and SIXPOINT BREWERY.

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