

U.S. Beer and Cider Market Size, Share & Trends Analysis Report By Product (Beer, Cider), And Segment Forecasts, 2018 - 2025

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Abstracts

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The U.S. beer & cider market size is estimated to attain USD 271.12 billion by 2025, growing at a CAGR 11.6%, according to a new study by Grand View Research, Inc. The growing private breweries in the country is expected to stimulate the market growth over the next eight years.

States such as Maine, Colorado, and Michigan are among the popular craft beer producing states. The market is expected to witness robust growth due to large presence of microbrewery, brewpub, and contract brewing companies among others in the country. Furthermore, supportive government regulations in some states is anticipated to encourage the market growth.

The volume of beer & cider consumption is expected to grow at a low pace, owing to the growing increasing millennial generation shifting towards becoming more health conscious. Moreover, consumers that attain legal drinking age are lesser prone to consuming alcohol that is presumed to reduce beer and cider consumption.

The presence of a large number of beer and cider products makes the market more competitive. Furthermore, the market participants are using different combinations of raw materials to develop various types of beer & cider products such as Lager, Ale, and Pilsner among others.

The industry players comprise mainly big players that have large market share and are mainly focused on retaining their market share. Furthermore, these companies have a

multi-regional presence and witness stiff competition. The companies have various brands of beer that are developed particularly for each region.

Further key findings from the study suggest:

The beer and cider market in the U.S. contributed around 67.8 billion to the country's economy and has provided over 456,000 full-time jobs

Beer is the fastest-growing segment, registering a CAGR of 11.7% over the next years. The growth is attributed to growing establishment of breweries in the country

Regulations across states stipulate that breweries have produce certain amount of beer (in gallons) for commencement of operations. The amount varies with the states

The industry mainly employs three stage distribution (including producers, wholesalers, and retailers) of beer & cider products

Highest beer consuming states in 2015 include North Dakota, New Hampshire, Montana, South Dakota, and Vermont among others

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 List of Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 U.S. Beer & Cider Market - Industry Snapshot & Key Buying Criteria, 2014 - 2025
 - 2.1.1 U.S. beer & cider market, 2014 - 2025

CHAPTER 3 U.S. BEER & CIDER INDUSTRY OUTLOOK

- 3.1 Market Segmentation
- 3.2 Market Size & Growth Prospects
- 3.3 U.S. Beer & Cider - Value Chain Analysis
- 3.4 U.S. Beer & Cider Market Dynamics
 - 3.4.1 Market driver analysis
 - 3.4.1.1 Growing private breweries
 - 3.4.2 Market restraint analysis
 - 3.4.2.1 Maturing millennial generation likely to become more health conscious
- 3.5 Penetration & Growth Prospect Mapping
- 3.6 U.S. Beer & Cider Market - Porter's Five Forces Analysis
- 3.7 U.S. Beer & Cider Market - PESTEL Analysis
- 3.8 Key Company Analysis

CHAPTER 4 COMPETITIVE LANDSCAPE

- 4.1 Anheuser-Busch InBev
 - 4.1.1 Company Overview
 - 4.1.2 Financial overview
 - 4.1.3 Product benchmarking
 - 4.2.4 Strategic initiatives
- 4.2 SABMiller plc
 - 4.2.1 Company Overview
 - 4.2.2 Financial overview
 - 4.2.3 Product benchmarking

- 4.2.4 Strategic initiatives
- 4.3 Heineken N.V.
 - 4.3.1 Company Overview
 - 4.3.2 Financial overview
 - 4.3.3 Product benchmarking
- 4.2.4 Strategic initiatives
- 4.4 Carlsberg Breweries A/S
 - 4.4.1 Company Overview
 - 4.4.2 Financial overview
 - 4.4.3 Product benchmarking
- 4.2.4 Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. Beer & cider - Industry snapshot & key buying criteria, 2014 - 2025

Table 2 U.S. beer & cider market, 2014 - 2025 (USD Billion)

Table 3 U.S. beer & cider market, 2014 - 2025 (Billion liters)

Table 4 U.S. beer & cider market, by application, 2014 - 2025 (USD Billion)

Table 5 U.S. beer & cider market, by application, 2014 - 2025 (Billion liters)

Table 6 U.S. beer & cider - Key market driver impact

List Of Figures

LIST OF FIGURES

- Fig. 1 Market segmentation & scope
- Fig. 2 U.S. beer & cider market, 2014 - 2025 (USD Billion)
- Fig. 3 U.S. beer & cider - Value chain analysis
- Fig. 4 U.S. beer & cider market dynamics
- Fig. 5 Total brewery count in the U.S.
- Fig. 6 U.S. per capita beer consumption per legal drinking age person (in Gallons)
- Fig. 7 Key opportunities prioritized
- Fig. 8 U.S. beer & cider market - Porter's five forces analysis
- Fig. 9 U.S. beer & cider market - PESTEL analysis
- Fig. 10 Key company analysis, 2016

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