

Lager Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/LCFDD2BF787FEN.html>

Date: October 2022

Pages: 141

Price: US\$ 2,499.00 (Single User License)

ID: LCFDD2BF787FEN

Abstracts

The global lager market size reached US\$ 328.4 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 391.1 Billion by 2027, exhibiting a growth rate (CAGR) of 2.9% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Lager refers to a kind of bottom-fermented beer that is produced at low temperatures with a slow fermentation and refrigeration process. The conditioning of beer at low temperatures reduces the speed of yeast activity, thus enhancing the stability of the beer for attaining the desired flavor, fragrance and color. It is usually dark, amber or pale in color and is a rich source of vitamins and natural antioxidants that aid in minimizing the risk of kidney stones, heart attacks and stroke. In comparison to ale that is brewed at higher temperatures, lagers usually have a mellow, smooth, light and crisp taste and more carbonation.

A substantial increase in the global consumption of alcoholic beverages represents one of the key factors driving the growth of the market. Furthermore, the rising demand for premium and super-premium beer by consumers, especially millennials, is also driving the market growth. There is an increasing inclination toward experimenting with a variety of alcoholic beverages served in bars, restaurants, hotels and quick serving restaurants (QSRs). Additionally, the introduction of innovative flavors, such as apple, cheese, blueberry, chocolate and lemon, is acting as another growth-inducing factor. Product manufacturers are also emphasizing on using natural and organic ingredients that are free from harmful fertilizers, pesticides and inorganic chemicals. Other factors, including the advent of microbreweries, along with the proliferating online retail

channels, which offer easy product availability with a wide range of options, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global lager market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product and distribution channel.

Breakup by Product:

Standard
Premium

Breakup by Distribution Channel:

On-Trade
Supermarkets and Hypermarkets
Specialist Retailers
Convenience Stores
Others

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom

Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Anheuser-Busch Companies LLC, Asahi Breweries Ltd., Carlsberg Breweries A/S, China Resources Beer (Holdings) Company Limited, Diageo Plc, Heineken N.V., Kirin Brewery Company Limited, Molson Coors Beverage Company, Tsingtao Brewery Company Limited and United Breweries Holdings Limited.

Key Questions Answered in This Report:

How has the global lager market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global lager market?
What are the key regional markets?
What is the breakup of the market based on the product?
What is the breakup of the market based on the distribution channel?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global lager market and who are the key players?
What is the degree of competition in the industry?

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