

# 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?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL LAGER MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT**

- 6.1 Standard
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Premium
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 On-Trade
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Supermarkets and Hypermarkets
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Specialist Retailers
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Convenience Stores
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast
  - 8.2.3 India
    - 8.2.3.1 Market Trends
    - 8.2.3.2 Market Forecast
  - 8.2.4 South Korea
    - 8.2.4.1 Market Trends

- 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America
  - 8.4.1 Brazil
    - 8.4.1.1 Market Trends
    - 8.4.1.2 Market Forecast
  - 8.4.2 Mexico
    - 8.4.2.1 Market Trends
    - 8.4.2.2 Market Forecast

### 8.4.3 Others

#### 8.4.3.1 Market Trends

#### 8.4.3.2 Market Forecast

### 8.5 Middle East and Africa

#### 8.5.1 Market Trends

#### 8.5.2 Market Breakup by Country

#### 8.5.3 Market Forecast

## **9 SWOT ANALYSIS**

### 9.1 Overview

### 9.2 Strengths

### 9.3 Weaknesses

### 9.4 Opportunities

### 9.5 Threats

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

### 11.1 Overview

### 11.2 Bargaining Power of Buyers

### 11.3 Bargaining Power of Suppliers

### 11.4 Degree of Competition

### 11.5 Threat of New Entrants

### 11.6 Threat of Substitutes

## **12 PRICE ANALYSIS**

## **13 COMPETITIVE LANDSCAPE**

### 13.1 Market Structure

### 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Anheuser-Busch Companies LLC

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

##### 13.3.1.3 SWOT Analysis

#### 13.3.2 Asahi Breweries Ltd.

- 13.3.2.1 Company Overview
- 13.3.2.2 Product Portfolio
- 13.3.3 Carlsberg Breweries A/S
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
  - 13.3.3.3 Financials
- 13.3.4 China Resources Beer (Holdings) Company Limited
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
  - 13.3.4.3 Financials
  - 13.3.4.4 SWOT Analysis
- 13.3.5 Diageo Plc
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
  - 13.3.5.3 Financials
  - 13.3.5.4 SWOT Analysis
- 13.3.6 Heineken N.V.
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
  - 13.3.6.3 Financials
  - 13.3.6.4 SWOT Analysis
- 13.3.7 Kirin Brewery Company Limited
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
- 13.3.8 Molson Coors Beverage Company
  - 13.3.8.1 Company Overview
  - 13.3.8.2 Product Portfolio
  - 13.3.8.3 Financials
  - 13.3.8.4 SWOT Analysis
- 13.3.9 Tsingtao Brewery Company Limited
  - 13.3.9.1 Company Overview
  - 13.3.9.2 Product Portfolio
  - 13.3.9.3 Financials
- 13.3.10 United Breweries Holdings Limited
  - 13.3.10.1 Company Overview
  - 13.3.10.2 Product Portfolio



## List Of Tables

### LIST OF TABLES

Table 1: Global: Lager Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Lager Market Forecast: Breakup by Product (in Million US\$), 2022-2027

Table 3: Global: Lager Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 4: Global: Lager Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 5: Global: Lager Market: Competitive Structure

Table 6: Global: Lager Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Lager Market: Major Drivers and Challenges

Figure 2: Global: Lager Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Lager Market: Breakup by Product (in %), 2021

Figure 4: Global: Lager Market: Breakup by Distribution Channel (in %), 2021

Figure 5: Global: Lager Market: Breakup by Region (in %), 2021

Figure 6: Global: Lager Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 7: Global: Lager (Standard) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 8: Global: Lager (Standard) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 9: Global: Lager (Premium) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 10: Global: Lager (Premium) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 11: Global: Lager (On-Trade) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 12: Global: Lager (On-Trade) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 13: Global: Lager (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 14: Global: Lager (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 15: Global: Lager (Specialist Retailers) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 16: Global: Lager (Specialist Retailers) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 17: Global: Lager (Convenience Stores) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 18: Global: Lager (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 19: Global: Lager (Others) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 20: Global: Lager (Others) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 21: North America: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 22: North America: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 23: United States: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 24: United States: Lager Market Forecast: Sales Value (in Million US\$),

**2022-2027**

- Figure 25: Canada: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 26: Canada: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 27: Asia Pacific: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 28: Asia Pacific: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 29: China: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 30: China: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 31: Japan: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 32: Japan: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 33: India: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 34: India: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 35: South Korea: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 36: South Korea: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 37: Australia: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 38: Australia: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 39: Indonesia: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 40: Indonesia: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 41: Others: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 42: Others: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 43: Europe: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 44: Europe: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 45: Germany: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 46: Germany: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 47: France: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 48: France: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 49: United Kingdom: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 50: United Kingdom: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 51: Italy: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 52: Italy: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 53: Spain: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 54: Spain: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 55: Russia: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 56: Russia: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 57: Others: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 58: Others: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 59: Latin America: Lager Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 60: Latin America: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

2022-2027

Figure 61: Brazil: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 62: Brazil: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 63: Mexico: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 64: Mexico: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 65: Others: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 66: Others: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 67: Middle East and Africa: Lager Market: Sales Value (in Million US\$), 2016 & 2021

Figure 68: Middle East and Africa: Lager Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 69: Global: Lager Industry: SWOT Analysis

Figure 70: Global: Lager Industry: Value Chain Analysis

Figure 71: Global: Lager Industry: Porter's Five Forces Analysis

## I would like to order

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

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LCFDD2BF787FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

