

Lager Market Report by Product (Standard, Premium), Distribution Channel (On-Trade, Supermarkets and Hypermarkets, Specialist Retailers, Convenience Stores, and Others), and Region 2023-2028

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Abstracts

The global lager market size reached US\$ 340.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 401.5 Billion by 2028, exhibiting a growth rate (CAGR) of 2.8% during 2022-2028. The significant expansion in the e-commerce and online retail channels, the increasing social media influence, and the growing popularity of beer tourism and brewery experiences are some of the major factors contributing to the market growth.

Lager is a type of beer characterized by its distinct brewing process and flavor profile. It is fermented and conditioned at low temperatures, typically between 44-55°F (7-13°C), using bottom-fermenting yeast strains. This cold fermentation results in a clean, crisp taste and a smoother finish compared to ales. It often has a lighter color and a milder, well-balanced flavor, making it highly approachable to several beer enthusiasts. Some commonly known products include pale lagers, pilsners, Märzen, and bocks, each with its own unique characteristics and brewing traditions. Nowadays, it is a widely consumed type of beer, capturing the taste preferences of many beer aficionados across the globe.

The market is primarily driven by the increasing popularity of lager among consumers. In addition, lager is known for its refreshing and crisp taste, resulting in the escalating product demand, thus contributing to market growth. Moreover, craft breweries create innovative variations, experimenting with numerous ingredients and brewing techniques, introducing consumers to unique and several options that challenge traditional perceptions, representing another major growth-introducing factor. Besides this, the changing consumer preferences toward balanced and light flavor products with smooth and approachable tastes are accelerating the product adoption rate. Along with this, the

growing popularity of lager due to its light and refreshing nature, which complements various occasions enjoyed on a hot summer day, paired with a hearty meal, or at social gatherings, propelling the market growth. Furthermore, the easy availability of branded products due to the growing international travel and cultural exchange market is creating a positive market outlook.

Lager Market Trends/Drivers:

The significant expansion in the e-commerce and online retail channels

The market is transforming with the significant expansion of e-commerce and online retail channels. In addition, growing digitization, increasing internet connectivity, and rising disposable income, allow consumers to access and purchase products, thus contributing to the market growth. Along with this, online platforms are emerging as convenient hubs for consumers to explore an extensive larger brand from numerous regions and breweries, transcending geographical limitations, which is augmenting the market growth. Moreover, the easy accessibility provided by e-commerce facilitates the discovery of unique and rare products that are not readily available in local markets, thus propelling market growth. Besides this, the convenience of doorstep delivery eliminates the need for physical visits to liquor stores, making the buying process more streamlined and efficient, thus accelerating the product adoption rate. Furthermore, the easy accessibility to online reviews, ratings, and descriptions empowers consumers to make informed decisions, enhancing their confidence in selecting product that align with their preferences, thus providing a positive thrust to the market growth.

The increasing social media influence

The rising influence of social media platforms are shaping consumer behaviors and decisions within the market. In addition, social media is transforming how breweries interact with their audience, allowing them to engage with consumers directly, share product updates, and build brand loyalty, thus contributing to the market growth. Moreover, the growing influence of several platforms such as Instagram, Twitter, and Facebook are becoming hubs for beer enthusiasts to share their experiences, reviews, and recommendations representing another major growth-inducing factor. Along with this, several breweries use these platforms to showcase their products, share behind-the-scenes content, and even host virtual tasting events, accelerating the product adoption rate. Besides this, user-generated content amplifies brand visibility and authenticity, as consumers trust recommendations from their peers, which is propelling market growth. Furthermore, influencers and beer bloggers are significantly introducing new products to several audiences, creating a ripple effect of interest and curiosity, thus creating a positive market outlook.

The growing popularity of beer tourism and brewery experiences

The growing popularity of beer tourism and brewery experiences among consumers seeking immersive experiences are contributing to the market growth. In addition, the

accessibility to numerous breweries offers a direct connection to the several kinds of products, thus augmenting the market growth. Moreover, beer tourism offers enthusiasts the opportunity to witness the brewing process firsthand, interact with brewers, and gain insights into the craft representing another major growth-inducing factor. Along with this, brewery tours, tastings, and events create memorable experiences that deepen consumer engagement and appreciation for products, thus propelling the market growth. Besides this, breweries often create exclusive releases or limited-edition lagers that are only available at the brewery which enhances the appeal of beer tourism, enticing consumers to travel and explore different breweries to access unique product offerings, thus providing a positive thrust to the market growth.

Lager Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global lager market report, along with forecasts at the global, regional, and country levels for 2023-2028. Our report has categorized the market based on product and distribution channels.

Breakup by Product:

Standard

Premium

Premium represents the most popular product

The report has provided a detailed breakup and analysis of the market based on the product. This includes standard, and premium. According to the report, premium accounted for the largest market share.

Premium lagers are characterized by their superior ingredients, meticulous brewing processes, and often, traditional brewing techniques. These elements contribute to a refined and sophisticated flavor profile that sets them apart from standard or economy products. The emphasis on quality ingredients and craftsmanship appeals to consumers who prioritize taste and are willing to invest in a more elevated beer experience.

Moreover, the premium segment showcases innovation through several flavor profiles, including variations such as craft lagers, specialty lagers, and international premium lagers. Also, breweries often experiment with unique ingredients, such as different hops, malts, and adjuncts, to create distinct and memorable flavor profiles that cater to evolving consumer preferences, thus propelling the market growth.

Furthermore, the premium product category also capitalizes on branding, packaging, and marketing strategies that align with the notion of exclusivity and sophistication.

They are often associated with heritage, tradition, and authenticity, further enhancing their appeal to consumers who value a well-crafted and unique beer offering.

Breakup by Distribution Channel:

On-Trade

Supermarkets and Hypermarkets

Specialist Retailers

Convenience Stores

Others

On-trade presently accounts for the largest market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes on-trade, supermarkets and hypermarkets, specialist retailers, convenience stores, and others. According to the report, on-trade accounted for the largest market share.

On-Trade is driven by the establishments that provide consumers with an environment where they can enjoy lagers in a social setting, often accompanied by food and entertainment. The ambiance and atmosphere of these venues are essential in enhancing the experience of consuming lagers, making it a preferred choice for social gatherings, celebrations, and casual outings. Moreover, the on-trade channel offers an avenue for consumers to explore several product types from different breweries, regions, and styles which allows patrons to indulge their curiosity and discover new favorites, contributing to the growth of the market.

Furthermore, the role of bartenders and staff within on-trade establishments with their expertise in recommending products based on consumer preferences, offering food pairings, and sharing information about different brands add value to the consumer experience and influencing purchasing decisions, thus propelling the market growth.

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

Europe exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

Europe is driven by the rich brewing heritage with ingrained lagers as a cultural staple in many nations. In addition, traditional brewing methods passed down through generations, are contributing to the authenticity and diversity of products. This deep-rooted beer culture resonates with Europeans, making lagers an integral part of social gatherings, celebrations, and daily life. Moreover, the several lager types found in Europe cater to several types of tastes from the classic Czech pilsners to German helles and British pale, Europe improves a tapestry of flavors that cater to individuals ensuring products remain relevant and appeal to a broad consumer base.

Besides this, the mature and well-developed beer market is driven by the presence of established breweries, large and small that provide consumers with a plethora of options, thus accelerating the market growth. Furthermore, the robust trade networks of Europe facilitate the distribution of lagers across borders, ensuring their availability even in remote regions, thus propelling the market growth.

Competitive Landscape:

At present, key players in the market are employing strategic measures to bolster their positions and sustain competitiveness within this dynamic industry. These efforts encompass a range of approaches that enable these players to maintain their market standing. They are investing in continuous product innovation to cater to evolving consumer preferences and introducing new types, experimenting with unique ingredients, and creating limited-edition releases. Moreover, companies are maintaining consistent quality and implementing stringent quality control measures throughout the brewing process to ensure that every batch meets the expected standards. Besides this, several breweries are adopting sustainable practices to resonate with environmentally conscious consumers, implementing energy-efficient production methods, using eco-friendly packaging, and reducing water use which contribute to positive brand perception.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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

United Breweries Holdings Limited.

Recent Developments:

In September 2022, United Breweries Holdings Limited., launched a fresh addition to its lineup of beer offerings, introducing the Heineken Silver variant, which represents the brand's most recent entry into the emerging premium segment of the company.

In July 2021, Heineken N.V, a multinational brewing company based in the Netherlands, announced that subsequent to the Annual General Meeting of United Breweries Limited (UBL), it successfully acquired control over UBL in India.

In February 2022, Molson Coors Beverage Company introduced Madri Exceptional Lager in the superstores of the United Kingdom, aiming to establish a consumer base.

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 are the drivers, restraints, and opportunities in the global lager market?

What is the impact of each driver, restraint, and opportunity on the global lager market?

What are the key regional markets?

Which countries represent the most attractive lager market?

What is the breakup of the market based on the product?

Which is the most attractive product in the lager market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the lager market?

What is the competitive structure of the global lager market?

Who are the key players/companies in the global lager market?

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