

Asia Pacific Home Beer Brewing Machine Market By Product (Mini Brewer and Full-size Brewer) By Mode of Operation (Automatic and Manual) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Home Beer Brewing Machine Market would witness market growth of 15.3% CAGR during the forecast period (2020-2026).

Homebrewing is witnessing a major evolution as the craft beer becomes more enthusiastic and advances in brewing technology. Due to the amount of equipment needed and the time-sensitive steps involved in the brewing process, traditional homebrewing is often fairly complex. New industry pioneers like Picobrew, Brewie, and Brew Boss are removing brewing uncertainty by implementing auto-brewing systems that open up demand for millions of people who may have been resistant to the hobby.

Growing popularity among young consumers of craft beer due to the availability of a variety of flavors, including malted barley, chestnut, and honey, is a key driving factor for the market. In addition, rising consumer preference for fresh beer along with the rising trend of on-premise sales is expected to fuel the growth further.

Individuals now consider their passions with their recreational activities, including beer brewing. During holidays, people engage in different leisure activities to keep them busy and relaxed at the same time. The young and middle-aged population typically prefer beer. An increase in the young population will build opportunities for beer brewing kits makers because young people want to have their own brewery at home. The craft beer's success has created competition for beer brewing kits. Strong emphasis on research & development has contributed to developments in the craft beer product range. New varieties & product launch attracted more consumers to the craft brewing of beer at

home.

Based on Product, the market is segmented into Mini Brewer and Full-size Brewer. Based on Mode of Operation, the market is segmented into Automatic and Manual. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include LG Electronics, Inc. (LG Corporation), Brewie Company, MiniBrew B.V., PicoBrew, Inc., Speidel Tank- und Behälterbau GmbH, WilliamsWorn Ltd., Home Brew West, Kickstarter, PBC, BrewJacket, LLC, and AlBrew Corp.

Scope of the Study

Market Segmentation:

Asia Pacific Home Beer Brewing Machine Market Segmentation

By Product

Mini Brewer and

Full-size Brewer

By Mode of Operation

Automatic and

Manual

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

LG Electronics, Inc. (LG Corporation)

Brewie Company

MiniBrew B.V.

PicoBrew, Inc.

Speidel Tank- und Behälterbau GmbH

WilliamsWarr Ltd.

Home Brew West

Kickstarter, PBC

BrewJacket, LLC

AlBrew Corp.

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