

# North America Beer Market (2016-2022)

<https://marketpublishers.com/r/NA1255C55F1EN.html>

Date: February 2017

Pages: 60

Price: US\$ 1,500.00 (Single User License)

ID: NA1255C55F1EN

## Abstracts

Rising health concerns has compelled consumers to look for light beer owing to low calories and limited alcohol content. Microbreweries segment witnessed significant growth due of changing habits of consumers and inclination towards new variety of beers. Craft beer, which is handcrafted and infused with native flavors has further added to the demand for microbreweries. Changing lifestyles of consumers is adding to the growth of premium beer market. Consumers have increasingly opted for premium beers, which are expensive and are refined in flavors to maintain their social status.

The North America beer market is expected to grow at a CAGR of 5.7% during the forecast period (2016–2022). Based on categories, the beer market is classified into light beer and strong beer. The strong beer market holds larger market share in terms of value.

The report highlights the adoption of Beer Systems in North America. Based on Product Type, the market is segmented into Light Beer and Strong Beer. Based on Production, the market is segmented into Macro Brewery and Micro Brewery. Based on Category, the market is segmented into Premium Category, Super Premium Category, and Normal Category. Based on Packaging, the market is segmented into Canned Beer, Bottled Beer, and Draught Beer. The report also covers country wise segmentation of Beer market. The countries included in the report are US, Canada, Mexico, and Rest of North America.

Key companies profiled in the report includes Heinekin N.V., Anheuser-Busch InBev., Tsingtao Brewery Co. Ltd., Carlsberg Group, Diageo Plc., Molson Coors Brewing Company, Boston Beer Company, Beijing Yanjing Brewery Co., Ltd and United Breweries Group.

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 North America Beer Market, by Product Type
  - 1.4.2 North America Beer Market, by Production
  - 1.4.3 North America Beer Market, by Category
  - 1.4.4 North America Beer Market, by Packaging
  - 1.4.5 North America Beer Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
- 2.2 Key Influencing Factors
  - 2.2.1 Drivers
  - 2.2.2 Restraints
  - 2.2.3 Opportunities

### **CHAPTER 3. NORTH AMERICA BEER MARKET- BY PRODUCT TYPE**

- 3.1 North America Beer Market - By Product Type
  - 3.1.1 North America Light Beer Market - By Geography
  - 3.1.2 North America Strong Beer Market - By Geography

### **CHAPTER 4. NORTH AMERICA BEER MARKET - BY PRODUCTION**

- 4.1 Introduction
  - 4.1.1 North America Macro Brewery Market - By Geography
  - 4.1.2 North America Micro Brewery Market - By Geography

### **CHAPTER 5. NORTH AMERICA BEER MARKET - BY CATEGORY**

- 5.1 Introduction
  - 5.1.1 North America Premium Category Beer Market - By Geography

5.1.2 North America Super Premium Category Market - By Geography

5.1.3 North America Normal Category Beer Market - By Geography

## **CHAPTER 6. NORTH AMERICA BEER MARKET - BY PACKAGING**

6.1 Introduction

6.1.1 North America Canned Beer Market - By Geography

6.1.2 North America Bottled Beer Market - By Geography

6.1.3 North America Draught Beer Market - By Geography

## **CHAPTER 7. NORTH AMERICA BEER MARKET - BY GEOGRAPHY**

7.1 Introduction

7.2 U. S Beer Market

7.2.1 U. S Beer Market - By Product Type

7.2.2 U. S Beer Market - By Production

7.2.3 U. S Beer Market - By Category

7.2.4 U. S Beer Market - By Packaging

7.3 Canada Beer Market

7.3.1 Canada Beer Market - By Product Type

7.3.2 Canada Beer Market - By Production

7.3.3 Canada Beer Market - By Category

7.3.4 Canada Beer Market - By Packaging

7.4 Mexico Beer Market

7.4.1 Mexico Beer Market - By Product Type

7.4.2 Mexico Beer Market - By Production

7.4.3 Mexico Beer Market - By Category

7.4.4 Mexico Beer Market - By Packaging

7.5 Rest of North America Beer Market

7.5.1 Rest of North America Beer Market - By Product Type

7.5.2 Rest of North America Beer Market - By Production

7.5.3 Rest of North America Beer Market - By Category

7.5.4 Rest of North America Beer Market - By Packaging

## **CHAPTER 8. COMPANY PROFILES**

8.1 Heinekin N.V.

8.1.1 Company Overview

8.1.2 Financial Analysis

- 8.1.3 Regional Analysis
- 8.2 Anheuser-Busch InBev.
  - 8.2.1 Company Overview
  - 8.2.2 Financial Analysis
  - 8.2.3 Regional Analysis
- 8.3 Tsingtao Brewery Co. Ltd.
  - 8.3.1 Company Overview
- 8.4 Carlsberg Group.
  - 8.4.1 Company Overview
  - 8.4.2 Financial Analysis
  - 8.4.3 Regional Analysis
- 8.5 Diageo Plc.
  - 8.5.1 Company Overview
  - 8.5.2 Financial Analysis
  - 8.5.3 Regional Analysis
- 8.6 Molson Coors Brewing Company.
  - 8.6.1 Company Overview
  - 8.6.2 Financial Analysis
  - 8.6.3 Regional Analysis
- 8.7 Boston Beer Company, Inc.
  - 8.7.1 Company Overview
- 8.8 Beijing Yanjing Brewery Co., Ltd.
  - 8.8.1 Company Overview
- 8.9 United Breweries Group (UB Group).
  - 8.9.1 Company Overview

## List Of Tables

### LIST OF TABLES

Table 1 NORTH AMERICA BEER MARKET (\$BILLION): 2012-2015

Table 2 NORTH AMERICA BEER MARKET (\$BILLION): 2016-2022

Table 3 NORTH AMERICA BEER MARKET - BY PRODUCT TYPE (\$BILLION):  
2012-2015

Table 4 NORTH AMERICA BEER MARKET - BY PRODUCT TYPE (\$BILLION):  
2016-2022

Table 5 NORTH AMERICA LIGHT BEER MARKET - BY GEOGRAPHY (\$BILLION):  
2012-2015

Table 6 NORTH AMERICA LIGHT BEER MARKET - BY GEOGRAPHY (\$BILLION):  
2016-2022

Table 7 NORTH AMERICA STRONG BEER MARKET - BY GEOGRAPHY (\$BILLION):  
2012-2015

Table 8 NORTH AMERICA STRONG BEER MARKET - BY GEOGRAPHY (\$BILLION):  
2016-2022

Table 9 NORTH AMERICA BEER MARKET - BY PRODUCTION (\$BILLION):  
2012-2015

Table 10 NORTH AMERICA BEER MARKET - BY PRODUCTION (\$BILLION):  
2016-2022

Table 11 NORTH AMERICA MACRO BREWERY MARKET - BY GEOGRAPHY  
(\$BILLION): 2012-2015

Table 12 NORTH AMERICA MACRO BREWERY MARKET - BY GEOGRAPHY  
(\$BILLION): 2016-2022

Table 13 NORTH AMERICA MICRO BREWERY MARKET - BY GEOGRAPHY  
(\$BILLION): 2012-2015

Table 14 NORTH AMERICA MICRO BREWERY MARKET - BY GEOGRAPHY  
(\$BILLION): 2016-2022

Table 15 NORTH AMERICA BEER MARKET - BY CATEGORY (\$BILLION): 2012-2015

Table 16 NORTH AMERICA BEER MARKET - BY CATEGORY (\$BILLION): 2016-2022

Table 17 NORTH AMERICA PREMIUM CATEGORY MARKET - BY GEOGRAPHY  
(\$BILLION): 2012-2015

Table 18 NORTH AMERICA PREMIUM CATEGORY MARKET - BY GEOGRAPHY  
(\$BILLION): 2016-2022

Table 19 NORTH AMERICA SUPER PREMIUM CATEGORY MARKET - BY  
GEOGRAPHY (\$BILLION): 2012-2015

Table 20 NORTH AMERICA SUPER PREMIUM CATEGORY MARKET - BY

GEOGRAPHY (\$BILLION): 2016-2022

Table 21 NORTH AMERICA NORMAL CATEGORY BEER MARKET - BY GEOGRAPHY (\$BILLION): 2012-2015

Table 22 NORTH AMERICA NORMAL CATEGORY BEER MARKET - BY GEOGRAPHY (\$BILLION): 2016-2022

Table 23 NORTH AMERICA BEER MARKET - BY PACKAGING (\$BILLION): 2012-2015

Table 24 NORTH AMERICA BEER MARKET - BY PACKAGING (\$BILLION): 2016-2022

Table 25 NORTH AMERICA CANNED BEER MARKET - BY GEOGRAPHY (\$BILLION): 2012-2015

Table 26 NORTH AMERICA CANNED BEER MARKET - BY GEOGRAPHY (\$BILLION): 2016-2022

Table 27 NORTH AMERICA BOTTLED BEER MARKET - BY GEOGRAPHY (\$BILLION): 2012-2015

Table 28 NORTH AMERICA BOTTLED BEER MARKET - BY GEOGRAPHY (\$BILLION): 2016-2022

Table 29 NORTH AMERICA DRAUGHT BEER MARKET - BY GEOGRAPHY (\$BILLION): 2012-2015

Table 30 NORTH AMERICA DRAUGHT BEER MARKET - BY GEOGRAPHY (\$BILLION): 2016-2022

Table 31 NORTH AMERICA BEER MARKET - BY GEOGRAPHY (\$BILLION): 2012-2015

Table 32 NORTH AMERICA BEER MARKET - BY GEOGRAPHY (\$BILLION): 2016-2022

Table 33 U. S BEER MARKET (\$BILLION): 2012-2015

Table 34 U. S BEER MARKET (\$BILLION): 2016-2022

Table 35 U. S BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2012-2015

Table 36 U. S BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2016-2022

Table 37 U. S BEER MARKET - BY PRODUCTION (\$BILLION): 2012-2015

Table 38 U. S BEER MARKET - BY PRODUCTION (\$BILLION): 2016-2022

Table 39 U. S BEER MARKET - BY CATEGORY (\$BILLION): 2012-2015

Table 40 U. S BEER MARKET - BY CATEGORY (\$BILLION): 2016-2022

Table 41 U. S BEER MARKET - BY PACKAGING (\$BILLION): 2012-2015

Table 42 U. S BEER MARKET - BY PACKAGING (\$BILLION): 2016-2022

Table 43 CANADA BEER MARKET (\$BILLION): 2012-2015

Table 44 CANADA BEER MARKET (\$BILLION): 2016-2022

Table 45 CANADA BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2012-2015

Table 46 CANADA BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2016-2022

- Table 47 CANADA BEER MARKET - BY PRODUCTION (\$BILLION): 2012-2015
- Table 48 CANADA BEER MARKET - BY PRODUCTION (\$BILLION): 2016-2022
- Table 49 CANADA BEER MARKET - BY CATEGORY (\$BILLION): 2012-2015
- Table 50 CANADA BEER MARKET - BY CATEGORY (\$BILLION): 2016-2022
- Table 51 CANADA BEER MARKET - BY PACKAGING (\$BILLION): 2012-2015
- Table 52 CANADA BEER MARKET - BY PACKAGING (\$BILLION): 2016-2022
- Table 53 MEXICO BEER MARKET (\$BILLION): 2012-2015
- Table 54 MEXICO BEER MARKET (\$BILLION): 2016-2022
- Table 55 MEXICO BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2012-2015
- Table 56 MEXICO BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2016-2022
- Table 57 MEXICO BEER MARKET - BY PRODUCTION (\$BILLION): 2012-2015
- Table 58 MEXICO BEER MARKET - BY PRODUCTION (\$BILLION): 2016-2022
- Table 59 MEXICO BEER MARKET - BY CATEGORY (\$BILLION): 2012-2015
- Table 60 MEXICO BEER MARKET - BY CATEGORY (\$BILLION): 2016-2022
- Table 61 MEXICO BEER MARKET - BY PACKAGING (\$BILLION): 2012-2015
- Table 62 MEXICO BEER MARKET - BY PACKAGING (\$BILLION): 2016-2022
- Table 63 REST OF NORTH AMERICA BEER MARKET (\$BILLION): 2012-2015
- Table 64 REST OF NORTH AMERICA BEER MARKET (\$BILLION): 2016-2022
- Table 65 REST OF NORTH AMERICA BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2012-2015
- Table 66 REST OF NORTH AMERICA BEER MARKET - BY PRODUCT TYPE (\$BILLION): 2016-2022
- Table 67 REST OF NORTH AMERICA BEER MARKET - BY PRODUCTION (\$BILLION): 2012-2015
- Table 68 REST OF NORTH AMERICA BEER MARKET - BY PRODUCTION (\$BILLION): 2016-2022
- Table 69 REST OF NORTH AMERICA BEER MARKET - BY CATEGORY (\$BILLION): 2012-2015
- Table 70 REST OF NORTH AMERICA BEER MARKET - BY CATEGORY (\$BILLION): 2016-2022
- Table 71 REST OF NORTH AMERICA BEER MARKET - BY PACKAGING (\$BILLION): 2012-2015
- Table 72 REST OF NORTH AMERICA BEER MARKET - BY PACKAGING (\$BILLION): 2016-2022
- Table 73 KEY INFORMATION – HEINEKIN N.V.
- Table 74 KEY INFORMATION – ANHEUSER-BUSCH INBEV. ERROR! BOOKMARK
- Table 75 KEY INFORMATION – TSINGTAO BREWERY CO. LTD.
- Table 76 KEY INFORMATION – CARLSBERG GROUP.
- Table 77 KEY INFORMATION – DIAGEO PLC.

Table 78 KEY INFORMATION – MOLSON COORS BREWING COMPANY.

Table 79 KEY INFORMATION – BOSTON BEER COMPANY, INC.

Table 80 KEY INFORMATION – BEIJING YANJING BREWERY CO., LTD.

Table 81 KEY INFORMATION – UNITED BREWERIES GROUP (UB GROUP).



## I would like to order

Product name: North America Beer Market (2016-2022)

Product link: <https://marketpublishers.com/r/NA1255C55F1EN.html>

Price: US\$ 1,500.00 (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/NA1255C55F1EN.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