

Beer Market Outlook 2026-2034: Market Share, and Growth Analysis By Type (Lager, Ale, Stout & Porter, Malt, Others), By Category (Popular-Priced, Premium, Super Premium), By Packaging, By Production

<https://marketpublishers.com/r/BE87B5870342EN.html>

Date: November 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: BE87B5870342EN

Abstracts

The Beer Market is valued at USD 739.3 billion in 2025 and is projected to grow at a CAGR of 2.1% to reach USD 891.3 billion by 2034.

Beer Market

The beer market spans a mature, scale-driven global industry anchored by large multinationals and vibrant craft ecosystems. Consumption concentrates around lagers and pilsners, while ales, wheat styles, stouts/porters, and specialty/seasonals address flavor exploration and local provenance. Top applications/end-uses include on-trade hospitality (bars, restaurants, stadiums), off-trade retail (supermarkets, convenience, liquor specialists), e-commerce/direct-to-consumer, and event/catering channels. Recent trends center on premiumization (heritage recipes, limited releases, barrel-aged), moderation (alcohol-free and low-alcohol SKUs with improved taste), flavor innovation (dry-hopped IPAs, fruited sours), and packaging shifts toward cans and sleek, lightweight formats that improve portability and sustainability. Key demand drivers include rising urban middle classes, experiential consumption via taprooms and festivals, enhanced cold-chain penetration in emerging markets, and marketing that leverages sports, music, and local culture. Competitive dynamics are shaped by portfolio breadth, route-to-market control, cold availability, and shopper marketing at the point of sale; global leaders complement flagship lagers with crafts, imports, and beyond-beer adjacencies to defend share, while regionals and independents win through locality, freshness, and community. Supply fundamentals hinge on barley/hops quality, water stewardship, energy intensity, and glass/aluminum inputs, with climate

volatility and input cost swings prompting recipe agility and longer-term supplier partnerships. Regulation - excise taxes, advertising restrictions, responsible drinking requirements, labeling and deposit-return schemes - continues to guide pricing, packaging, and innovation choices. Overall, category growth is mix-led, with value expanding through premium, low/no-alcohol, and flavorful line extensions, even as competition from RTDs and flavored beverages raises the bar on differentiation and execution.

Beer Market Key Insights

Portfolio premiumization and trade-up Brewers are elevating mix through heritage brands, imports, and limited editions, supported by distinctive glassware, secondary packaging, and experiential activations. Price ladders are clarified in-store and online, improving net revenue per hectoliter without over-stretching affordability. Execution relies on disciplined assortment, seasonal drops, and shopper insights to manage cannibalization and maintain velocity.

Low/No-Alcohol (LNA) as a durable growth vector Modern LNA beers leverage improved dealcoholization and late hopping to deliver fuller flavor and fewer calories, unlocking lunchtime, fitness-adjacent, and weekday occasions. Clear health and moderation cues, together with social acceptability and designated-driver positioning, expand category reach. Winning portfolios treat LNA as a brand-building pillar, not a token extension.

Craft's evolution: from fragmentation to scale discipline Craft remains a taste-making engine - IPA families, hazy, and sour styles - yet growth shifts toward disciplined regional players with strong taproom economics and selective wholesale. Consolidation, contract brewing, and shared services improve cost curves. Authenticity, freshness windows, and community engagement protect price realization amid rising input costs.

Flavor and format innovation to defend occasions Brewers use dry-hop techniques, fruit/spice adjuncts, and hybrid styles to recapture consumers tempted by RTDs. Single-serve sleek cans, variety packs, and 4-packs encourage trial and expand picnic, festival, and home-viewing occasions. Data-led limited releases keep shelves dynamic while minimizing obsolete inventory.

Route-to-market excellence as a moat Cold-chain breadth, draught system service quality, and last-mile retail execution drive share gains more than above-

the-line spend alone. Picture-of-success playbooks - facings, eye-level placement, and secondary displays - lift conversion. In the on-trade, line hygiene, glassware, and bartender advocacy sustain price premium and repeat.

E-commerce and D2C normalization Age-verified e-commerce, quick-commerce, and brewery-to-home channels have matured, especially for discovery packs and seasonal drops. Digital shelves reward rich content, ratings, and trusted delivery windows. CRM, membership clubs, and limited pre-orders reduce demand risk and improve forecast accuracy for small batches.

Sustainability as commercial strategy, not compliance Water efficiency, regenerative barley programs, renewable energy, and circular packaging (lightweight cans, recycled glass, returnable bottles) are embedded in brand narratives and retailer joint business plans. Measurable progress unlocks shelf advantages and preferred partnerships, while eco-labels and carbon disclosures influence premium shoppers.

Supply resilience amid climate and input volatility Barley protein levels, hop oil variability, and energy price shocks necessitate flexible recipes, contracted acreage, and multi-sourcing of cans, crowns, and glass. Advanced sensory panels and analytics maintain flavor targets. Longer-dated hedging and collaborative planning with maltsters and canmakers stabilize margins.

Regulatory and social responsibility shaping growth Excise structures, advertising timing, sponsorship rules, and deposit schemes influence pack sizes and promotional cadence. Responsible drinking programs, clear ABV and nutrition labeling, and age-gated digital communication protect brand equity and retailer trust. Compliance capability becomes a competitive differentiator.

Beyond-beer adjacencies to protect occasions Portfolios now straddle beer-forward flavors and beer-inspired hybrids to meet sweetness and refreshment needs without abandoning malt credentials. Clear role definitions avoid brand dilution: flagship lagers anchor scale, crafts lead discovery, LNA expands dayparts, and select flavor extensions safeguard summer and social occasions.

Beer Market Regional Analysis

North America

Market performance reflects a mix of premium lager resilience, continued craft rationalization, and strong growth in LNA and flavor-forward seasonals. Retailers prioritize SKU productivity; variety packs and single-serve cold placement win incremental trips. Sports partnerships and tailgating sustain draught and can volumes. Compliance, age-gated digital, and deposit-return logistics remain central, while supply programs hedge aluminum, CO₂, and barley exposure. Taprooms and experiential venues drive brand story, data capture, and higher margins.

Europe

A deeply rooted beer culture balances heritage lagers with regional specialties (pilsner, weissbier, Belgian styles) and modern sessionable crafts. Energy costs and packaging regulations encourage lightweighting and returnable systems. Tourism revival restores on-trade momentum, especially in city centers and festivals. LNA advances on taste parity and social norms around moderation. Retailer private labels exist but premium brands defend share through provenance, glassware rituals, and gastronomy pairings.

Asia-Pacific

Rising middle classes, urban nightlife, and modern trade expansion fuel premium lagers and international imports alongside strong local champions. Cold availability, mini-cans, and affordable premium tiers broaden reach. E-commerce and quick-commerce thrive in dense cities, while sponsorship of sports and music accelerates brand salience. Supply priorities include water stewardship and localized barley/hops trials. LNA and fruit-enhanced variants gain traction among younger drinkers seeking refreshment and novelty.

Middle East & Africa

Regulatory diversity defines market structure: alcohol availability varies, shaping a focus on hospitality hubs, tourism corridors, and duty-paid outlets. In permissible markets, international lagers lead, complemented by selective crafts and LNA offerings addressing cultural preferences and moderation. Investment centers on cold-chain build-out, staff training, and portfolio curation for hotels and premium retail. Sustainability messaging often emphasizes water use, local sourcing, and community engagement.

South & Central America

Scale lager portfolios dominate, supported by soccer sponsorships, carnival/event activations, and strong convenience channel presence. Macroeconomic variability encourages accessible premium tiers and efficient can formats. Local agriculture partnerships and returnable glass systems underpin cost and sustainability goals. Craft remains city-clustered with taprooms and gastronomy links; fruit-accented and sessionable styles help retention in warm climates. Compliance and responsible marketing frameworks guide festival and on-trade programming.

Beer Market Segmentation

By Type

Lager

Ale

Stout & Porter

Malt

Others

By Category

Popular-Priced

Premium

Super Premium

By Packaging

Glass

Bottle

Can

Others

By Production

Macrobrewery

Microbrewery

Craft Brewery

Others

Key Market players

Anheuser-Busch InBev (AB InBev), Heineken N.V., Carlsberg Group, Molson Coors Beverage Company, Asahi Group Holdings, Kirin Holdings Company, China Resources Snow Breweries (CR Beer), Tsingtao Brewery Co., Beijing Yanjing Brewery Co., Constellation Brands (Beer Division), Diageo (Guinness), San Miguel Brewery, Thai Beverage (ThaiBev), Sapporo Holdings, Anadolu Efes

Beer Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Beer Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial

performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Beer market data and outlook to 2034

United States

Canada

Mexico

Europe — Beer market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Beer market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Beer market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Beer market data and outlook to 2034

Brazil

Argentina

Chile

Peru

* We can include data and analysis of additional countries on demand.

Research Methodology

This study combines primary inputs from industry experts across the Beer value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Beer industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Beer Market Report

Global Beer market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Beer trade, costs, and supply chains

Beer market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Beer market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Beer market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Beer supply chain analysis

Beer trade analysis, Beer market price analysis, and Beer supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Beer market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

* The updated report will be delivered within 3 working days

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL BEER MARKET SUMMARY, 2025

- 2.1 Beer Industry Overview
 - 2.1.1 Global Beer Market Revenues (In US\$ billion)
- 2.2 Beer Market Scope
- 2.3 Research Methodology

3. BEER MARKET INSIGHTS, 2024-2034

- 3.1 Beer Market Drivers
- 3.2 Beer Market Restraints
- 3.3 Beer Market Opportunities
- 3.4 Beer Market Challenges
- 3.5 Tariff Impact on Global Beer Supply Chain Patterns

4. BEER MARKET ANALYTICS

- 4.1 Beer Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Beer Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Beer Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Beer Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Beer Market
 - 4.5.1 Beer Industry Attractiveness Index, 2025
 - 4.5.2 Beer Supplier Intelligence
 - 4.5.3 Beer Buyer Intelligence
 - 4.5.4 Beer Competition Intelligence
 - 4.5.5 Beer Product Alternatives and Substitutes Intelligence
 - 4.5.6 Beer Market Entry Intelligence

5. GLOBAL BEER MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

- 5.1 World Beer Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)
- 5.1 Global Beer Sales Outlook and CAGR Growth By Type, 2024- 2034 (\$ billion)
- 5.2 Global Beer Sales Outlook and CAGR Growth By Category, 2024- 2034 (\$ billion)
- 5.3 Global Beer Sales Outlook and CAGR Growth By Packaging, 2024- 2034 (\$ billion)
- 5.4 Global Beer Sales Outlook and CAGR Growth By Production, 2024- 2034 (\$ billion)
- 5.5 Global Beer Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC BEER INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

- 6.1 Asia Pacific Beer Market Insights, 2025
- 6.2 Asia Pacific Beer Market Revenue Forecast By Type, 2024- 2034 (USD billion)
- 6.3 Asia Pacific Beer Market Revenue Forecast By Category, 2024- 2034 (USD billion)
- 6.4 Asia Pacific Beer Market Revenue Forecast By Packaging, 2024- 2034 (USD billion)
- 6.5 Asia Pacific Beer Market Revenue Forecast By Production, 2024- 2034 (USD billion)
- 6.6 Asia Pacific Beer Market Revenue Forecast by Country, 2024- 2034 (USD billion)
 - 6.6.1 China Beer Market Size, Opportunities, Growth 2024- 2034
 - 6.6.2 India Beer Market Size, Opportunities, Growth 2024- 2034
 - 6.6.3 Japan Beer Market Size, Opportunities, Growth 2024- 2034
 - 6.6.4 Australia Beer Market Size, Opportunities, Growth 2024- 2034

7. EUROPE BEER MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

- 7.1 Europe Beer Market Key Findings, 2025
- 7.2 Europe Beer Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)
- 7.3 Europe Beer Market Size and Percentage Breakdown By Category, 2024- 2034 (USD billion)
- 7.4 Europe Beer Market Size and Percentage Breakdown By Packaging, 2024- 2034 (USD billion)
- 7.5 Europe Beer Market Size and Percentage Breakdown By Production, 2024- 2034 (USD billion)
- 7.6 Europe Beer Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)
 - 7.6.1 Germany Beer Market Size, Trends, Growth Outlook to 2034
 - 7.6.2 United Kingdom Beer Market Size, Trends, Growth Outlook to 2034
 - 7.6.2 France Beer Market Size, Trends, Growth Outlook to 2034

- 7.6.2 Italy Beer Market Size, Trends, Growth Outlook to 2034
- 7.6.2 Spain Beer Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA BEER MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

- 8.1 North America Snapshot, 2025
- 8.2 North America Beer Market Analysis and Outlook By Type, 2024- 2034 (\$ billion)
- 8.3 North America Beer Market Analysis and Outlook By Category, 2024- 2034 (\$ billion)
- 8.4 North America Beer Market Analysis and Outlook By Packaging, 2024- 2034 (\$ billion)
- 8.5 North America Beer Market Analysis and Outlook By Production, 2024- 2034 (\$ billion)
- 8.6 North America Beer Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)
 - 8.6.1 United States Beer Market Size, Share, Growth Trends and Forecast, 2024-2034
 - 8.6.1 Canada Beer Market Size, Share, Growth Trends and Forecast, 2024- 2034
 - 8.6.1 Mexico Beer Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA BEER MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

- 9.1 Latin America Beer Market Data, 2025
- 9.2 Latin America Beer Market Future By Type, 2024- 2034 (\$ billion)
- 9.3 Latin America Beer Market Future By Category, 2024- 2034 (\$ billion)
- 9.4 Latin America Beer Market Future By Packaging, 2024- 2034 (\$ billion)
- 9.5 Latin America Beer Market Future By Production, 2024- 2034 (\$ billion)
- 9.6 Latin America Beer Market Future by Country, 2024- 2034 (\$ billion)
 - 9.6.1 Brazil Beer Market Size, Share and Opportunities to 2034
 - 9.6.2 Argentina Beer Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA BEER MARKET OUTLOOK AND GROWTH PROSPECTS

- 10.1 Middle East Africa Overview, 2025
- 10.2 Middle East Africa Beer Market Statistics By Type, 2024- 2034 (USD billion)
- 10.3 Middle East Africa Beer Market Statistics By Category, 2024- 2034 (USD billion)
- 10.4 Middle East Africa Beer Market Statistics By Packaging, 2024- 2034 (USD billion)

10.5 Middle East Africa Beer Market Statistics By Production, 2024- 2034 (USD billion)

10.6 Middle East Africa Beer Market Statistics by Country, 2024- 2034 (USD billion)

10.6.1 Middle East Beer Market Value, Trends, Growth Forecasts to 2034

10.6.2 Africa Beer Market Value, Trends, Growth Forecasts to 2034

11. BEER MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Beer Industry

11.2 Beer Business Overview

11.3 Beer Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Beer Market Volume (Tons)

12.1 Global Beer Trade and Price Analysis

12.2 Beer Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Beer Industry Report Sources and MethodologyOGAMV25R1343

I would like to order

Product name: Beer Market Outlook 2026-2034: Market Share, and Growth Analysis By Type (Lager, Ale, Stout & Porter, Malt, Others), By Category (Popular-Priced, Premium, Super Premium), By Packaging, By Production

Product link: <https://marketpublishers.com/r/BE87B5870342EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE87B5870342EN.html>