

Lagers Market Outlook 2025-2034: Market Share, and Growth Analysis By Product Type (Standard Lager, Premium Lager, Luxury Lager), By Variety (Pale Lager, Vienna Lager, Dark Lager), By Packaging Type, By Distribution Channel, By End-User

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Abstracts

The Lagers Market is valued at USD 166.2 billion in 2025 and is projected to grow at a CAGR of 4.7% to reach USD 251.3 billion by 2034. The lagers market refers to the segment of the beer industry that produces lager-style brews, known for their crisp, clean taste and longer fermentation processes at cooler temperatures. Lagers dominate global beer consumption, encompassing pale, dark, and amber variants. Major breweries and regional craft producers cater to both mass-market and niche taste preferences. While historically associated with mainstream brands, the lager category has been revitalized through premiumization, artisanal brewing, and health-conscious innovations like low-calorie and non-alcoholic versions. As global drinking preferences evolve, lagers remain a cornerstone of the beer landscape due to their versatility and broad appeal. The lagers market saw stable demand with rising interest in craft lagers, sessionable brews, and lighter styles. Consumers increasingly gravitated toward quality over quantity, prompting growth in premium and imported lagers. Health and wellness trends fueled demand for low-ABV and non-alcoholic lagers, especially in Europe and North America. Breweries emphasized locally sourced ingredients and transparency in brewing processes. Events and sports-related consumption rebounded post-COVID, benefiting larger brands. E-commerce platforms and alcohol delivery apps made it easier for consumers to discover new lagers and engage with brewery offerings through virtual tastings and subscriptions. The lagers market will expand through product diversification and market penetration in emerging economies. Breweries will invest in sustainable brewing practices, including water conservation and recyclable packaging, to align with ESG goals. Innovations in brewing technology will allow for faster lagering

without compromising flavor. Hybrid styles, such as IPLs (India Pale Lagers), will bridge the gap between traditional lagers and hop-forward preferences. As consumers seek authenticity, quality, and convenience, the lager segment will continue to evolve while maintaining its foundational role in the global beer market.

Key Insights Lagers Market

Low-ABV and non-alcoholic lagers are gaining popularity as consumers seek healthier drinking options.

Craft lagers and small-batch brews are redefining the lager category with unique flavor profiles and branding.

Sustainable brewing practices and eco-friendly packaging are becoming selling points for modern lager brands.

Hybrid beer styles like IPLs are emerging to appeal to both hop lovers and traditional lager consumers.

Direct-to-consumer sales and beer subscriptions are changing how consumers engage with the lager category.

Global appeal and easy drinkability make lagers a preferred choice across diverse demographics and regions.

Rising demand for premium, authentic brews is boosting interest in artisanal and regional lager brands.

Growth in social drinking occasions, especially sports and festivals, supports steady consumption patterns.

Innovations in brewing equipment and processes are allowing for more experimentation in lager development.

Intensifying competition from craft ales, hard seltzers, and RTDs is fragmenting market share and consumer attention.

Declining alcohol consumption trends in some regions may limit volume growth for traditional lagers.

Lagers Market Segmentation

By Product Type

Standard Lager

Premium Lager

Luxury Lager

By Variety

Pale Lager

Vienna Lager

Dark Lager

By Packaging Type

Glass

Metal Can

Other Packaging Types

By Distribution Channel

On-Trade

Off-Trade

By End-User

HoReCa

Household Retail

Other End Users

Key Companies Analysed

Asahi Breweries Ltd.

Carlsberg Breweries A/S

Diageo Plc

Heineken N V

Kirin Brewery Company Limited

Molson Coors Beverage Company

Tsingtao Brewery Company Limited

The Boston Beer Company

United Breweries Holdings Limited

Founders Hill Brewing Co. LLC

Lakefront Brewery Inc.

Anchor Brewing Co. LLC

Sierra Nevada Brewing Company

Birra Menabrea S.p.A.

Bitburger Braugruppe GmbH

Budweiser Budvar Brewery

Anheuser-Busch InBev SA/NV

Squatters Pubs and Craft Beers

Sapporo Holdings Limited

Yanjing Beer Group Corporation Limited

San Miguel Corporation

Beijing Yanjing Brewery Co.Ltd.

China Resources Beer (Holdings) Company Limited

Anadolu Efes Biracilik ve Malt Sanayii A.S.

Cervecería Hondureña S.A. de C.V.

Grupo Modelo S.A. de C.V.

Cervecería Cuauhtémoc Moctezuma

Cervecería Nacional Dominicana

Firestone Walker Brewing Company

Boon Rawd Brewery .

Lagers Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, 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 behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Lagers 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 — Lagers market data and outlook to 2034

United States

Canada

Mexico

Europe — Lagers market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Lagers market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Lagers 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 Lagers 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 Lagers 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 Lagers Market Report

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

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

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

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

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

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

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

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

Latest Lagers 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*

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