

Global Beer Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

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Abstracts

Beer is generally made from four basic ingredients namely, malted cereal grains, hops, water, and yeast, which are fermented over a period. In addition, flavoring ingredients, such as herbs and fruits are also used in beer. There are various types of beers available in the market, of which two (ale and lager) are commercially consumed. Change in social lifestyle of the working class coupled with growth in disposable income, especially in the developing Asian economies, has fueled the growth of the market. The global beer market is expected to grow at a CAGR of 8.5% from 2017 to 2025.

Based on category, the global beer market is segmented as premium, super premium, and normal. Based on product type, the market is segmented as light beer, and strong beer. On the basis of production, the market is divided as production micro brewery, and macro brewery. Based on packaging type, the market is segmented as bottled, draught, and canned. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increase in disposable income.

Rising craft beer market.

Transition in lifestyle.

Restraints:

Heavy Taxation and Legal Regulations

Availability of Substitutes.

MARKET PLAYERS:

The top players in the global beer market include Heineken N.V., Anheuser-Busch InBev, SABMiller plc, Tsingtao Brewery, Carlsberg Group, Diageo Plc., Molson Coors Brewing Company, Boston Beer Company, Inc., Beijing Yanjing Brewery Co., Ltd, and United Breweries Group (UB Group).

KEY TAKEAWAYS

MARKET LANDSCAPE

By Product Type

Light Beer

Strong Beer

By Category

Premium

Super Premium

Normal

By Packaging

Bottled

Draught

Canned

By Production

Macro Brewery

Micro Brewery

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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