

# United States Small Ale Market Report 2017

<https://marketpublishers.com/r/U648C30834FEN.html>

Date: December 2017

Pages: 113

Price: US\$ 3,800.00 (Single User License)

ID: U648C30834FEN

## Abstracts

In this report, the United States Small Ale market is valued at USD XX million in 2016 and is expected to reach USD XX million by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

Geographically, this report splits the United States market into seven regions:

The West

Southwest

The Middle Atlantic

New England

The South

The Midwest

with sales (volume), revenue (value), market share and growth rate of Small Ale in these regions, from 2012 to 2022 (forecast).

United States Small Ale market competition by top manufacturers/players, with Small Ale sales volume, price, revenue (Million USD) and market share for each manufacturer/player; the top players including

Anheuser-Busch InBev

Heineken

Carlsberg

Behnoush Iran

Asahi Breweries

Suntory Beer

Arpanoosh

Erdinger Weibbrau

Krombacher Brauerei

Weihenstephan

Aujan Industries

Kirin

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Limit Fermentation

Dealcoholization Method

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Man

Woman

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### United States Small Ale Market Report 2017

#### **1 SMALL ALE OVERVIEW**

- 1.1 Product Overview and Scope of Small Ale
- 1.2 Classification of Small Ale by Product Category
  - 1.2.1 United States Small Ale Market Size (Sales Volume) Comparison by Type (2012-2022)
  - 1.2.2 United States Small Ale Market Size (Sales Volume) Market Share by Type (Product Category) in 2016
  - 1.2.3 Limit Fermentation
  - 1.2.4 Dealcoholization Method
- 1.3 United States Small Ale Market by Application/End Users
  - 1.3.1 United States Small Ale Market Size (Consumption) and Market Share Comparison by Application (2012-2022)
  - 1.3.2 Man
  - 1.3.3 Woman
- 1.4 United States Small Ale Market by Region
  - 1.4.1 United States Small Ale Market Size (Value) Comparison by Region (2012-2022)
  - 1.4.2 The West Small Ale Status and Prospect (2012-2022)
  - 1.4.3 Southwest Small Ale Status and Prospect (2012-2022)
  - 1.4.4 The Middle Atlantic Small Ale Status and Prospect (2012-2022)
  - 1.4.5 New England Small Ale Status and Prospect (2012-2022)
  - 1.4.6 The South Small Ale Status and Prospect (2012-2022)
  - 1.4.7 The Midwest Small Ale Status and Prospect (2012-2022)
- 1.5 United States Market Size (Value and Volume) of Small Ale (2012-2022)
  - 1.5.1 United States Small Ale Sales and Growth Rate (2012-2022)
  - 1.5.2 United States Small Ale Revenue and Growth Rate (2012-2022)

#### **2 UNITED STATES SMALL ALE MARKET COMPETITION BY PLAYERS/SUPPLIERS**

- 2.1 United States Small Ale Sales and Market Share of Key Players/Suppliers (2012-2017)
- 2.2 United States Small Ale Revenue and Share by Players/Suppliers (2012-2017)
- 2.3 United States Small Ale Average Price by Players/Suppliers (2012-2017)
- 2.4 United States Small Ale Market Competitive Situation and Trends

- 2.4.1 United States Small Ale Market Concentration Rate
- 2.4.2 United States Small Ale Market Share of Top 3 and Top 5 Players/Suppliers
- 2.4.3 Mergers & Acquisitions, Expansion in United States Market
- 2.5 United States Players/Suppliers Small Ale Manufacturing Base Distribution, Sales Area, Product Type

### **3 UNITED STATES SMALL ALE SALES (VOLUME) AND REVENUE (VALUE) BY REGION (2012-2017)**

- 3.1 United States Small Ale Sales and Market Share by Region (2012-2017)
- 3.2 United States Small Ale Revenue and Market Share by Region (2012-2017)
- 3.3 United States Small Ale Price by Region (2012-2017)

### **4 UNITED STATES SMALL ALE SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (PRODUCT CATEGORY) (2012-2017)**

- 4.1 United States Small Ale Sales and Market Share by Type (Product Category) (2012-2017)
- 4.2 United States Small Ale Revenue and Market Share by Type (2012-2017)
- 4.3 United States Small Ale Price by Type (2012-2017)
- 4.4 United States Small Ale Sales Growth Rate by Type (2012-2017)

### **5 UNITED STATES SMALL ALE SALES (VOLUME) BY APPLICATION (2012-2017)**

- 5.1 United States Small Ale Sales and Market Share by Application (2012-2017)
- 5.2 United States Small Ale Sales Growth Rate by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

### **6 UNITED STATES SMALL ALE PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

- 6.1 Anheuser-Busch InBev
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Small Ale Product Category, Application and Specification
    - 6.1.2.1 Product A
    - 6.1.2.2 Product B
  - 6.1.3 Anheuser-Busch InBev Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.1.4 Main Business/Business Overview

## 6.2 Heineken

### 6.2.2 Small Ale Product Category, Application and Specification

#### 6.2.2.1 Product A

#### 6.2.2.2 Product B

### 6.2.3 Heineken Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.2.4 Main Business/Business Overview

## 6.3 Carlsberg

### 6.3.2 Small Ale Product Category, Application and Specification

#### 6.3.2.1 Product A

#### 6.3.2.2 Product B

### 6.3.3 Carlsberg Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.3.4 Main Business/Business Overview

## 6.4 Behnoush Iran

### 6.4.2 Small Ale Product Category, Application and Specification

#### 6.4.2.1 Product A

#### 6.4.2.2 Product B

### 6.4.3 Behnoush Iran Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.4.4 Main Business/Business Overview

## 6.5 Asahi Breweries

### 6.5.2 Small Ale Product Category, Application and Specification

#### 6.5.2.1 Product A

#### 6.5.2.2 Product B

### 6.5.3 Asahi Breweries Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.5.4 Main Business/Business Overview

## 6.6 Suntory Beer

### 6.6.2 Small Ale Product Category, Application and Specification

#### 6.6.2.1 Product A

#### 6.6.2.2 Product B

### 6.6.3 Suntory Beer Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.6.4 Main Business/Business Overview

## 6.7 Arpanoosh

### 6.7.2 Small Ale Product Category, Application and Specification

#### 6.7.2.1 Product A

#### 6.7.2.2 Product B

### 6.7.3 Arpanoosh Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)

### 6.7.4 Main Business/Business Overview

## 6.8 Erdinger Weibbrau

### 6.8.2 Small Ale Product Category, Application and Specification

#### 6.8.2.1 Product A

- 6.8.2.2 Product B
- 6.8.3 Erdinger Weibbrau Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.8.4 Main Business/Business Overview
- 6.9 Krombacher Brauerei
  - 6.9.2 Small Ale Product Category, Application and Specification
    - 6.9.2.1 Product A
    - 6.9.2.2 Product B
  - 6.9.3 Krombacher Brauerei Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.9.4 Main Business/Business Overview
- 6.10 Weihenstephan
  - 6.10.2 Small Ale Product Category, Application and Specification
    - 6.10.2.1 Product A
    - 6.10.2.2 Product B
  - 6.10.3 Weihenstephan Small Ale Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.10.4 Main Business/Business Overview
- 6.11 Aujan Industries
- 6.12 Kirin

## **7 SMALL ALE MANUFACTURING COST ANALYSIS**

- 7.1 Small Ale Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Small Ale

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Small Ale Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Small Ale Major Manufacturers in 2016

## 8.4 Downstream Buyers

# 9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

## 9.1 Marketing Channel

### 9.1.1 Direct Marketing

### 9.1.2 Indirect Marketing

### 9.1.3 Marketing Channel Development Trend

## 9.2 Market Positioning

### 9.2.1 Pricing Strategy

### 9.2.2 Brand Strategy

### 9.2.3 Target Client

## 9.3 Distributors/Traders List

# 10 MARKET EFFECT FACTORS ANALYSIS

## 10.1 Technology Progress/Risk

### 10.1.1 Substitutes Threat

### 10.1.2 Technology Progress in Related Industry

## 10.2 Consumer Needs/Customer Preference Change

## 10.3 Economic/Political Environmental Change

# 11 UNITED STATES SMALL ALE MARKET SIZE (VALUE AND VOLUME) FORECAST (2017-2022)

## 11.1 United States Small Ale Sales Volume, Revenue Forecast (2017-2022)

## 11.2 United States Small Ale Sales Volume Forecast by Type (2017-2022)

## 11.3 United States Small Ale Sales Volume Forecast by Application (2017-2022)

## 11.4 United States Small Ale Sales Volume Forecast by Region (2017-2022)

# 12 RESEARCH FINDINGS AND CONCLUSION

# 13 APPENDIX

## 13.1 Methodology/Research Approach

### 13.1.1 Research Programs/Design

### 13.1.2 Market Size Estimation

### 13.1.3 Market Breakdown and Data Triangulation

## 13.2 Data Source



13.2.1 Secondary Sources

13.2.2 Primary Sources

13.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture of Small Ale

Figure United States Small Ale Market Size (Million L) by Type (2012-2022)

Figure United States Small Ale Sales Volume Market Share by Type (Product Category) in 2016

Figure Limit Fermentation Product Picture

Figure Dealcoholization Method Product Picture

Figure United States Small Ale Market Size (Million L) by Application (2012-2022)

Figure United States Sales Market Share of Small Ale by Application in 2016

Figure Man Examples

Table Key Downstream Customer in Man

Figure Woman Examples

Table Key Downstream Customer in Woman

Figure United States Small Ale Market Size (Million USD) by Region (2012-2022)

Figure The West Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure Southwest Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure The Middle Atlantic Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure New England Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure The South of US Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure The Midwest Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure United States Small Ale Sales (Million L) and Growth Rate (2012-2022)

Figure United States Small Ale Revenue (Million USD) and Growth Rate (2012-2022)

Figure United States Small Ale Market Major Players Product Sales Volume (Million L) (2012-2017)

Table United States Small Ale Sales (Million L) of Key Players/Suppliers (2012-2017)

Table United States Small Ale Sales Share by Players/Suppliers (2012-2017)

Figure 2016 United States Small Ale Sales Share by Players/Suppliers

Figure 2017 United States Small Ale Sales Share by Players/Suppliers

Figure United States Small Ale Market Major Players Product Revenue (Million USD) (2012-2017)

Table United States Small Ale Revenue (Million USD) by Players/Suppliers (2012-2017)

Table United States Small Ale Revenue Share by Players/Suppliers (2012-2017)

Figure 2016 United States Small Ale Revenue Share by Players/Suppliers

Figure 2017 United States Small Ale Revenue Share by Players/Suppliers

Table United States Market Small Ale Average Price (USD/HL) of Key Players/Suppliers (2012-2017)

Figure United States Market Small Ale Average Price (USD/HL) of Key Players/Suppliers in 2016

Figure United States Small Ale Market Share of Top 3 Players/Suppliers

Figure United States Small Ale Market Share of Top 5 Players/Suppliers

Table United States Players/Suppliers Small Ale Manufacturing Base Distribution and Sales Area

Table United States Players/Suppliers Small Ale Product Category

Table United States Small Ale Sales (Million L) by Region (2012-2017)

Table United States Small Ale Sales Share by Region (2012-2017)

Figure United States Small Ale Sales Share by Region (2012-2017)

Figure United States Small Ale Sales Market Share by Region in 2016

Table United States Small Ale Revenue (Million USD) and Market Share by Region (2012-2017)

Table United States Small Ale Revenue Share by Region (2012-2017)

Figure United States Small Ale Revenue Market Share by Region (2012-2017)

Figure United States Small Ale Revenue Market Share by Region in 2016

Table United States Small Ale Price (USD/HL) by Region (2012-2017)

Table United States Small Ale Sales (Million L) by Type (2012-2017)

Table United States Small Ale Sales Share by Type (2012-2017)

Figure United States Small Ale Sales Share by Type (2012-2017)

Figure United States Small Ale Sales Market Share by Type in 2016

Table United States Small Ale Revenue (Million USD) and Market Share by Type (2012-2017)

Table United States Small Ale Revenue Share by Type (2012-2017)

Figure Revenue Market Share of Small Ale by Type (2012-2017)

Figure Revenue Market Share of Small Ale by Type in 2016

Table United States Small Ale Price (USD/HL) by Types (2012-2017)

Figure United States Small Ale Sales Growth Rate by Type (2012-2017)

Table United States Small Ale Sales (Million L) by Application (2012-2017)

Table United States Small Ale Sales Market Share by Application (2012-2017)

Figure United States Small Ale Sales Market Share by Application (2012-2017)

Figure United States Small Ale Sales Market Share by Application in 2016

Table United States Small Ale Sales Growth Rate by Application (2012-2017)

Figure United States Small Ale Sales Growth Rate by Application (2012-2017)

Table Anheuser-Busch InBev Basic Information List

Table Anheuser-Busch InBev Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Anheuser-Busch InBev Small Ale Sales Growth Rate (2012-2017)

Figure Anheuser-Busch InBev Small Ale Sales Market Share in United States (2012-2017)

Figure Anheuser-Busch InBev Small Ale Revenue Market Share in United States (2012-2017)

Table Heineken Basic Information List

Table Heineken Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Heineken Small Ale Sales Growth Rate (2012-2017)

Figure Heineken Small Ale Sales Market Share in United States (2012-2017)

Figure Heineken Small Ale Revenue Market Share in United States (2012-2017)

Table Carlsberg Basic Information List

Table Carlsberg Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Carlsberg Small Ale Sales Growth Rate (2012-2017)

Figure Carlsberg Small Ale Sales Market Share in United States (2012-2017)

Figure Carlsberg Small Ale Revenue Market Share in United States (2012-2017)

Table Behnoush Iran Basic Information List

Table Behnoush Iran Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Behnoush Iran Small Ale Sales Growth Rate (2012-2017)

Figure Behnoush Iran Small Ale Sales Market Share in United States (2012-2017)

Figure Behnoush Iran Small Ale Revenue Market Share in United States (2012-2017)

Table Asahi Breweries Basic Information List

Table Asahi Breweries Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Asahi Breweries Small Ale Sales Growth Rate (2012-2017)

Figure Asahi Breweries Small Ale Sales Market Share in United States (2012-2017)

Figure Asahi Breweries Small Ale Revenue Market Share in United States (2012-2017)

Table Suntory Beer Basic Information List

Table Suntory Beer Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Suntory Beer Small Ale Sales Growth Rate (2012-2017)

Figure Suntory Beer Small Ale Sales Market Share in United States (2012-2017)

Figure Suntory Beer Small Ale Revenue Market Share in United States (2012-2017)

Table Arpanoosh Basic Information List

Table Arpanoosh Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)

Figure Arpanoosh Small Ale Sales Growth Rate (2012-2017)

Figure Arpanoosh Small Ale Sales Market Share in United States (2012-2017)  
Figure Arpanoosh Small Ale Revenue Market Share in United States (2012-2017)  
Table Erdinger Weibbrau Basic Information List  
Table Erdinger Weibbrau Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)  
Figure Erdinger Weibbrau Small Ale Sales Growth Rate (2012-2017)  
Figure Erdinger Weibbrau Small Ale Sales Market Share in United States (2012-2017)  
Figure Erdinger Weibbrau Small Ale Revenue Market Share in United States (2012-2017)  
Table Krombacher Brauerei Basic Information List  
Table Krombacher Brauerei Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)  
Figure Krombacher Brauerei Small Ale Sales Growth Rate (2012-2017)  
Figure Krombacher Brauerei Small Ale Sales Market Share in United States (2012-2017)  
Figure Krombacher Brauerei Small Ale Revenue Market Share in United States (2012-2017)  
Table Weihenstephan Basic Information List  
Table Weihenstephan Small Ale Sales (Million L), Revenue (Million USD), Price (USD/HL) and Gross Margin (2012-2017)  
Figure Weihenstephan Small Ale Sales Growth Rate (2012-2017)  
Figure Weihenstephan Small Ale Sales Market Share in United States (2012-2017)  
Figure Weihenstephan Small Ale Revenue Market Share in United States (2012-2017)  
Table Aujan Industries Basic Information List  
Table Kirin Basic Information List  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Small Ale  
Figure Manufacturing Process Analysis of Small Ale  
Figure Small Ale Industrial Chain Analysis  
Table Raw Materials Sources of Small Ale Major Players/Suppliers in 2016  
Table Major Buyers of Small Ale  
Table Distributors/Traders List  
Figure United States Small Ale Sales Volume (Million L) and Growth Rate Forecast (2017-2022)  
Figure United States Small Ale Revenue (Million USD) and Growth Rate Forecast (2017-2022)  
Figure United States Small Ale Price (USD/HL) Trend Forecast (2017-2022)

Table United States Small Ale Sales Volume (Million L) Forecast by Type (2017-2022)  
Figure United States Small Ale Sales Volume (Million L) Forecast by Type (2017-2022)  
Figure United States Small Ale Sales Volume (Million L) Forecast by Type in 2022  
Table United States Small Ale Sales Volume (Million L) Forecast by Application (2017-2022)  
Figure United States Small Ale Sales Volume (Million L) Forecast by Application (2017-2022)  
Figure United States Small Ale Sales Volume (Million L) Forecast by Application in 2022  
Table United States Small Ale Sales Volume (Million L) Forecast by Region (2017-2022)  
Table United States Small Ale Sales Volume Share Forecast by Region (2017-2022)  
Figure United States Small Ale Sales Volume Share Forecast by Region (2017-2022)  
Figure United States Small Ale Sales Volume Share Forecast by Region in 2022  
Table Research Programs/Design for This Report  
Figure Bottom-up and Top-down Approaches for This Report  
Figure Data Triangulation  
Table Key Data Information from Secondary Sources  
Table Key Data Information from Primary Sources

## I would like to order

Product name: United States Small Ale Market Report 2017

Product link: <https://marketpublishers.com/r/U648C30834FEN.html>

Price: US\$ 3,800.00 (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/U648C30834FEN.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