

Beer Kegs Market Forecasts to 2032 – Global Analysis By Type (Non-Returnable Kegs and Returnable Kegs), Material, Capacity, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Beer Kegs Market is accounted for \$85.29 million in 2025 and is expected to reach \$158.95 million by 2032 growing at a CAGR of 9.3% during the forecast period. Beer kegs are cylindrical containers used to store and transport beer in bulk. Made primarily from steel, aluminum, or plastic, they come in various sizes to cater to different needs, ranging from small home-brewing kegs to large commercial kegs. Kegs are commonly used by breweries, bars, and restaurants to dispense draft beer, providing an efficient and reusable storage solution that preserves the beer's quality and freshness.

According to data from Barth-Haas Group, in 2023, Australia emerged as the leading beer producer in the Australia/Oceania region, with a total output of approximately 14.3 million hectoliters, reflecting an increase of about 702 thousand hectoliters compared to the previous year.

Market Dynamics:

Driver:

Increasing craft beer popularity

Craft breweries use creative formulations and regional ingredients to provide the distinctive and varied flavors that consumers are increasingly seeking. The growing trend of premium and artisanal products, along with a rising interest in sustainability and

local production, has further fueled demand. Additionally, the rise of craft beer festivals and the growing influence of social media have helped spread awareness and appreciation. As consumers shift away from mass-produced beers, craft breweries have gained a strong foothold, boosting their presence in the beer kegs market.

Restraint:

Limited shelf life for beer in kegs

Craft beers especially are susceptible to deterioration due to external conditions such as temperature changes, sun exposure, and oxygen concentrations. Beer in kegs gradually loses its flavor, carbonation, and general freshness, which detracts from the overall drinking experience. Distributors, taverns, and restaurants have difficulties as a result of this short shelf life since they need to carefully control inventories to prevent waste. Additionally, because unsold kegs might need to be thrown away, raising operating costs, it puts additional strain on maintaining effective logistics and stock turnover. These considerations prevent some varieties of beer from being widely used in kegs.

Opportunity:

Increase in On-trade beer sales

Kegs are becoming more and more popular in bars, pubs, restaurants, and other hospitality venues because they allow them to provide clients fresh, premium beer on demand. Keg sales have increased as a result of consumers' increasing preference for tap beer over bottled or canned alternatives. On-trade sales have also been boosted by the emergence of craft beer culture and the desire for a variety of locally brewed beers. For on-premise operations, kegs are frequently thought to be more economical due to their bigger volumes and decreased packaging waste. As a result, more companies are using kegs to satisfy the changing needs of beer consumers.

Threat:

Storage and space constraints

Kegs require a lot of storage space due to their physical size, which drives up expenses for distributors and breweries. Seasonal demand fluctuations exacerbate this, leading to either costly overstocking or potential shortages. In densely populated urban areas, real estate premiums amplify these challenges. Improper storage can compromise beer

quality, resulting in financial losses. The industry's push for sustainability clashes with the space demands of reusable steel kegs, while disposable alternatives raise environmental concerns. Efficient logistics and warehousing solutions are crucial to mitigate these threats, impacting profitability and market competitiveness.

Covid-19 Impact:

The COVID-19 pandemic significantly impacted the beer kegs market, as lockdowns and restrictions on hospitality venues like bars and restaurants led to a sharp decline in on-trade beer sales. With reduced foot traffic and social distancing measures, demand for kegs decreased, affecting both producers and distributors. Additionally, supply chain disruptions hindered production and distribution, while changing consumer behaviors shifted preferences toward packaged beer over draft options.

The returnable kegs segment is expected to be the largest during the forecast period

The returnable kegs segment is expected to account for the largest market share during the forecast period, due to the growing demand for sustainable and eco-friendly packaging solutions. These kegs significantly reduce packaging waste, aligning with environmental goals and consumer preferences for greener alternatives. Their durability and reusability make them cost-effective for breweries, ensuring long-term savings. Additionally, the rising popularity of craft breweries and draft beer has increased the adoption of returnable kegs, further boosting their market demand.

The home brewing segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the home brewing segment is predicted to witness the highest growth rate, driven by the rising popularity of craft beer and the desire for personalized brewing experiences. Consumers are increasingly drawn to the creativity and control offered by brewing their own beer. The availability of affordable and user-friendly home brewing kits has further fuelled this trend. Additionally, the growing interest in unique flavors and sustainable practices aligns with the appeal of home brewing, boosting its market demand.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by rapid urbanization and changing consumer lifestyles, leading to

increased beer consumption. Rising disposable incomes and a growing young population are fueling demand for premium and craft beers, which often utilize kegs for storage and distribution. Additionally, the expansion of the hospitality sector, including bars and restaurants, boosts keg adoption.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to the rise of microbreweries and brewpubs that have significantly boosted keg adoption for storage and distribution. Sustainability initiatives promoting reusable packaging solutions further enhance keg usage. Additionally, the growing popularity of draft beer in bars and restaurants supports market growth. Technological advancements in keg design also contribute to improved efficiency and durability.

Key players in the market

Some of the key players in Beer Kegs Market include Ardagh Group, KHS GmbH, Schafer Werke GmbH, Thielmann US, Dynamit Nobel GmbH (DNV), Amcor Limited, Rexam Beverage Can, Mehaffey Brewing Solutions, HUBER Group, Ziemann Holvrieka, Micro Matic, The Keg Man, FLSmidth, Trinity Kegs, Blow Moulding Systems, Weldtite, and T&R Kegging.

Key Developments:

In January 2025, Ardagh Glass Packaging, an operating business of Ardagh Group, recently expanded its 12oz Heritage glass beer bottle portfolio, adding a new bottle colour and a new closure option.

In April 2024, Thielmann and Nxtgn signed a Joint Development Agreement (JDA), laying the foundation for a strategic partnership in the field of intermediate bulk container (IBC) tracking. In the coming months, the industry partners will further develop technically and commercially the solution for level measurement and location analysis of IBCs, developed by BASF's Coatings division.

Types Covered:

Non-Returnable Kegs

Returnable Kegs

Materials Covered:

Aluminum Kegs

Steel Kegs

Plastic Kegs

Capacities Covered:

Less than 20 Liters

20-40 Liters

40-60 Liters

Above 60 Liters

Distribution Channels Covered:

Online Retailers

Specialty Beer Stores

Supermarkets/Hypermarkets

Direct Sales

End Users Covered:

Beer and Beverage Industry

Bars and Restaurants

Event and Catering Services

Home Brewing

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations

- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL BEER KEGS MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Non-Returnable Kegs
- 5.3 Returnable Kegs

6 GLOBAL BEER KEGS MARKET, BY MATERIAL

- 6.1 Introduction
- 6.2 Aluminum Kegs
- 6.3 Steel Kegs
- 6.4 Plastic Kegs

7 GLOBAL BEER KEGS MARKET, BY CAPACITY

- 7.1 Introduction
- 7.2 Less than 20 Liters
- 7.3 20-40 Liters
- 7.4 40-60 Liters
- 7.5 Above 60 Liters

8 GLOBAL BEER KEGS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Online Retailers
- 8.3 Specialty Beer Stores
- 8.4 Supermarkets/Hypermarkets
- 8.5 Direct Sales

9 GLOBAL BEER KEGS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Beer and Beverage Industry
- 9.3 Bars and Restaurants
- 9.4 Event and Catering Services
- 9.5 Home Brewing
- 9.6 Other End Users

10 GLOBAL BEER KEGS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Ardagh Group
- 12.2 KHS GmbH
- 12.3 Schafer Werke GmbH
- 12.4 Thielmann US
- 12.5 Dynamit Nobel GmbH (DNV)
- 12.6 Amcor Limited
- 12.7 Rexam Beverage Can
- 12.8 Mehaffey Brewing Solutions
- 12.9 HUBER Group
- 12.10 Ziemann Holvrieka
- 12.11 Micro Matic
- 12.12 The Keg Man
- 12.13 FLSmidth
- 12.14 Trinity Kegs
- 12.15 Blow Moulding Systems
- 12.16 Weldtite
- 12.17 T&R Kegging

List Of Tables

LIST OF TABLES

- Table 1 Global Beer Kegs Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)
- Table 3 Global Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)
- Table 4 Global Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)
- Table 5 Global Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)
- Table 6 Global Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)
- Table 7 Global Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)
- Table 8 Global Beer Kegs Market Outlook, By Plastic Kegs (2024-2032) (\$MN)
- Table 9 Global Beer Kegs Market Outlook, By Capacity (2024-2032) (\$MN)
- Table 10 Global Beer Kegs Market Outlook, By Less than 20 Liters (2024-2032) (\$MN)
- Table 11 Global Beer Kegs Market Outlook, By 20-40 Liters (2024-2032) (\$MN)
- Table 12 Global Beer Kegs Market Outlook, By 40-60 Liters (2024-2032) (\$MN)
- Table 13 Global Beer Kegs Market Outlook, By Above 60 Liters (2024-2032) (\$MN)
- Table 14 Global Beer Kegs Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 15 Global Beer Kegs Market Outlook, By Online Retailers (2024-2032) (\$MN)
- Table 16 Global Beer Kegs Market Outlook, By Specialty Beer Stores (2024-2032) (\$MN)
- Table 17 Global Beer Kegs Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)
- Table 18 Global Beer Kegs Market Outlook, By Direct Sales (2024-2032) (\$MN)
- Table 19 Global Beer Kegs Market Outlook, By End User (2024-2032) (\$MN)
- Table 20 Global Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)
- Table 21 Global Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)
- Table 22 Global Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)
- Table 23 Global Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)
- Table 24 Global Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)
- Table 25 North America Beer Kegs Market Outlook, By Country (2024-2032) (\$MN)
- Table 26 North America Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)
- Table 27 North America Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)
- Table 28 North America Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)

Table 29 North America Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)

Table 30 North America Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)

Table 31 North America Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)

Table 32 North America Beer Kegs Market Outlook, By Plastic Kegs (2024-2032) (\$MN)

Table 33 North America Beer Kegs Market Outlook, By Capacity (2024-2032) (\$MN)

Table 34 North America Beer Kegs Market Outlook, By Less than 20 Liters (2024-2032) (\$MN)

Table 35 North America Beer Kegs Market Outlook, By 20-40 Liters (2024-2032) (\$MN)

Table 36 North America Beer Kegs Market Outlook, By 40-60 Liters (2024-2032) (\$MN)

Table 37 North America Beer Kegs Market Outlook, By Above 60 Liters (2024-2032) (\$MN)

Table 38 North America Beer Kegs Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 39 North America Beer Kegs Market Outlook, By Online Retailers (2024-2032) (\$MN)

Table 40 North America Beer Kegs Market Outlook, By Specialty Beer Stores (2024-2032) (\$MN)

Table 41 North America Beer Kegs Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 42 North America Beer Kegs Market Outlook, By Direct Sales (2024-2032) (\$MN)

Table 43 North America Beer Kegs Market Outlook, By End User (2024-2032) (\$MN)

Table 44 North America Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)

Table 45 North America Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)

Table 46 North America Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)

Table 47 North America Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)

Table 48 North America Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)

Table 49 Europe Beer Kegs Market Outlook, By Country (2024-2032) (\$MN)

Table 50 Europe Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)

Table 51 Europe Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)

Table 52 Europe Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)

Table 53 Europe Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)

Table 54 Europe Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)

- Table 55 Europe Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)
- Table 56 Europe Beer Kegs Market Outlook, By Plastic Kegs (2024-2032) (\$MN)
- Table 57 Europe Beer Kegs Market Outlook, By Capacity (2024-2032) (\$MN)
- Table 58 Europe Beer Kegs Market Outlook, By Less than 20 Liters (2024-2032) (\$MN)
- Table 59 Europe Beer Kegs Market Outlook, By 20-40 Liters (2024-2032) (\$MN)
- Table 60 Europe Beer Kegs Market Outlook, By 40-60 Liters (2024-2032) (\$MN)
- Table 61 Europe Beer Kegs Market Outlook, By Above 60 Liters (2024-2032) (\$MN)
- Table 62 Europe Beer Kegs Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 63 Europe Beer Kegs Market Outlook, By Online Retailers (2024-2032) (\$MN)
- Table 64 Europe Beer Kegs Market Outlook, By Specialty Beer Stores (2024-2032) (\$MN)
- Table 65 Europe Beer Kegs Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)
- Table 66 Europe Beer Kegs Market Outlook, By Direct Sales (2024-2032) (\$MN)
- Table 67 Europe Beer Kegs Market Outlook, By End User (2024-2032) (\$MN)
- Table 68 Europe Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)
- Table 69 Europe Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)
- Table 70 Europe Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)
- Table 71 Europe Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)
- Table 72 Europe Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)
- Table 73 Asia Pacific Beer Kegs Market Outlook, By Country (2024-2032) (\$MN)
- Table 74 Asia Pacific Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)
- Table 75 Asia Pacific Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)
- Table 76 Asia Pacific Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)
- Table 77 Asia Pacific Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)
- Table 78 Asia Pacific Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)
- Table 79 Asia Pacific Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)
- Table 80 Asia Pacific Beer Kegs Market Outlook, By Plastic Kegs (2024-2032) (\$MN)
- Table 81 Asia Pacific Beer Kegs Market Outlook, By Capacity (2024-2032) (\$MN)
- Table 82 Asia Pacific Beer Kegs Market Outlook, By Less than 20 Liters (2024-2032) (\$MN)
- Table 83 Asia Pacific Beer Kegs Market Outlook, By 20-40 Liters (2024-2032) (\$MN)

Table 84 Asia Pacific Beer Kegs Market Outlook, By 40-60 Liters (2024-2032) (\$MN)

Table 85 Asia Pacific Beer Kegs Market Outlook, By Above 60 Liters (2024-2032) (\$MN)

Table 86 Asia Pacific Beer Kegs Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 87 Asia Pacific Beer Kegs Market Outlook, By Online Retailers (2024-2032) (\$MN)

Table 88 Asia Pacific Beer Kegs Market Outlook, By Specialty Beer Stores (2024-2032) (\$MN)

Table 89 Asia Pacific Beer Kegs Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 90 Asia Pacific Beer Kegs Market Outlook, By Direct Sales (2024-2032) (\$MN)

Table 91 Asia Pacific Beer Kegs Market Outlook, By End User (2024-2032) (\$MN)

Table 92 Asia Pacific Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)

Table 93 Asia Pacific Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)

Table 94 Asia Pacific Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)

Table 95 Asia Pacific Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)

Table 96 Asia Pacific Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)

Table 97 South America Beer Kegs Market Outlook, By Country (2024-2032) (\$MN)

Table 98 South America Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)

Table 99 South America Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)

Table 100 South America Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)

Table 101 South America Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)

Table 102 South America Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)

Table 103 South America Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)

Table 104 South America Beer Kegs Market Outlook, By Plastic Kegs (2024-2032) (\$MN)

Table 105 South America Beer Kegs Market Outlook, By Capacity (2024-2032) (\$MN)

Table 106 South America Beer Kegs Market Outlook, By Less than 20 Liters (2024-2032) (\$MN)

Table 107 South America Beer Kegs Market Outlook, By 20-40 Liters (2024-2032) (\$MN)

Table 108 South America Beer Kegs Market Outlook, By 40-60 Liters (2024-2032) (\$MN)

Table 109 South America Beer Kegs Market Outlook, By Above 60 Liters (2024-2032) (\$MN)

Table 110 South America Beer Kegs Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 111 South America Beer Kegs Market Outlook, By Online Retailers (2024-2032) (\$MN)

Table 112 South America Beer Kegs Market Outlook, By Specialty Beer Stores (2024-2032) (\$MN)

Table 113 South America Beer Kegs Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 114 South America Beer Kegs Market Outlook, By Direct Sales (2024-2032) (\$MN)

Table 115 South America Beer Kegs Market Outlook, By End User (2024-2032) (\$MN)

Table 116 South America Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)

Table 117 South America Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)

Table 118 South America Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)

Table 119 South America Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)

Table 120 South America Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)

Table 121 Middle East & Africa Beer Kegs Market Outlook, By Country (2024-2032) (\$MN)

Table 122 Middle East & Africa Beer Kegs Market Outlook, By Type (2024-2032) (\$MN)

Table 123 Middle East & Africa Beer Kegs Market Outlook, By Non-Returnable Kegs (2024-2032) (\$MN)

Table 124 Middle East & Africa Beer Kegs Market Outlook, By Returnable Kegs (2024-2032) (\$MN)

Table 125 Middle East & Africa Beer Kegs Market Outlook, By Material (2024-2032) (\$MN)

Table 126 Middle East & Africa Beer Kegs Market Outlook, By Aluminum Kegs (2024-2032) (\$MN)

Table 127 Middle East & Africa Beer Kegs Market Outlook, By Steel Kegs (2024-2032) (\$MN)

Table 128 Middle East & Africa Beer Kegs Market Outlook, By Plastic Kegs (2024-2032)

(\$MN)

Table 129 Middle East & Africa Beer Kegs Market Outlook, By Capacity (2024-2032)

(\$MN)

Table 130 Middle East & Africa Beer Kegs Market Outlook, By Less than 20 Liters

(2024-2032) (\$MN)

Table 131 Middle East & Africa Beer Kegs Market Outlook, By 20-40 Liters (2024-2032)

(\$MN)

Table 132 Middle East & Africa Beer Kegs Market Outlook, By 40-60 Liters (2024-2032)

(\$MN)

Table 133 Middle East & Africa Beer Kegs Market Outlook, By Above 60 Liters

(2024-2032) (\$MN)

Table 134 Middle East & Africa Beer Kegs Market Outlook, By Distribution Channel

(2024-2032) (\$MN)

Table 135 Middle East & Africa Beer Kegs Market Outlook, By Online Retailers

(2024-2032) (\$MN)

Table 136 Middle East & Africa Beer Kegs Market Outlook, By Specialty Beer Stores

(2024-2032) (\$MN)

Table 137 Middle East & Africa Beer Kegs Market Outlook, By

Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 138 Middle East & Africa Beer Kegs Market Outlook, By Direct Sales (2024-2032)

(\$MN)

Table 139 Middle East & Africa Beer Kegs Market Outlook, By End User (2024-2032)

(\$MN)

Table 140 Middle East & Africa Beer Kegs Market Outlook, By Beer and Beverage Industry (2024-2032) (\$MN)

Table 141 Middle East & Africa Beer Kegs Market Outlook, By Bars and Restaurants (2024-2032) (\$MN)

Table 142 Middle East & Africa Beer Kegs Market Outlook, By Event and Catering Services (2024-2032) (\$MN)

Table 143 Middle East & Africa Beer Kegs Market Outlook, By Home Brewing (2024-2032) (\$MN)

Table 144 Middle East & Africa Beer Kegs Market Outlook, By Other End Users (2024-2032) (\$MN)

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