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Beer Market Forecasts to 2034 – Global Analysis By Product (Lager, Ale, Stout, Pilsner and Other Products), Alcohol Content (Non-Alcoholic Beer (0.5%), Low-Alcohol Beer (3%) and Regular Beer (4-6%)), Production, Packaging, Distribution Channel and By Geography

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Abstracts

According to Stratistics MRC, the Global Beer Market is accounted for $1,051.91 billion in 2026 and is expected to reach $2,238.61 billion by 2034 growing at a CAGR of 9.9% during the forecast period. Beer is one of the world's oldest and most widely consumed alcoholic beverages. Crafted through the fermentation of malted barley, water, hops, and yeast, it boasts a rich cultural history dating back thousands of years. Offering a diverse range of styles, from light lagers to robust stouts, beer plays a significant role in social gatherings and culinary experiences worldwide. Beyond its recreational aspects, beer has been an integral part of various traditions and celebrations, with breweries constantly innovating to meet evolving tastes.

According to the national bureau of statistics data, Chinese beer companies earned total profits of USD 2.74 billion in 2021, with a 38% increase from 2020.

Market Dynamics:

Driver:

Escalating international trade

The globalization of the beer industry facilitates the exchange of diverse brewing

techniques, ingredients, and regional flavours. This cross-border flow enhances the availability and accessibility of various beer styles, fostering a dynamic market with a rich assortment of options for consumers worldwide. Increased trade also allows breweries to reach new markets and introduces consumers to unique and culturally influenced beer experiences. The interplay of international trade not only broadens the choices for beer enthusiasts but also contributes to the industry's growth and resilience in an interconnected global economy.

Restraint:

Health concerns

Health concerns associated with beer consumption include the risk of alcohol-related issues such as liver disease, cardiovascular problems, and obesity. Increased awareness of these health risks has led some consumers to reduce alcohol intake or opt for healthier alternatives. Additionally, stringent regulations promoting responsible drinking contribute to a decline in overall beer consumption. As health-conscious trends continue, the beer market faces challenges in appealing to a more health-aware demographic, impacting growth.

Opportunity:

Changing consumer preferences

Drinkers are gradually seeking unique and diverse experiences. The shift towards craft and specialty beers, motivated by a desire for distinct flavours and local authenticity, encourages innovation within the industry. Consumers are exploring a broader range of styles, including IPAs, stouts, and sours. The rising demand for low-alcohol and non-alcoholic options reflects a health-conscious trend. Breweries adapting to these evolving tastes and preferences are well-positioned for success. This dynamic response to consumer demands enhances market competitiveness and fosters sustained growth in the ever-changing landscape of the beer industry.

Threat:

Competition from other beverages

The beer market experiences intense competition due to its global popularity, diverse consumer preferences, and the proliferation of craft breweries. The competition is fuelled by the constant pursuit of innovation, unique flavours, and cultural influences within the industry. However, beer faces challenges from the growing popularity of alternative beverages like craft spirits, wine, and non-alcoholic options. Changing consumer lifestyles and health-conscious trends contribute to this diversification, hampering the market expansion.

Covid-19 Impact

The covid-19 pandemic significantly impacted the beer market, causing disruptions in production, distribution, and consumption. Lockdowns, restrictions on social gatherings, and closures of bars and restaurants led to a decline in on-premise sales. Supply chain disruptions affected raw material availability, impacting production. The pandemic accelerated e-commerce trends and highlighted the importance of adaptability and resilience for breweries. As the world gradually recovers, the beer market is navigating a changed landscape with shifting consumer behaviours and a continued focus on online sales and home consumption.

The regular beer (4-6%) segment is expected to be the largest during the forecast period

The regular beer (4-6%) segment is estimated to have a lucrative growth. Regular beer, typically containing alcohol levels between 4-6%, represents a widely consumed and versatile category within the beer market. This range encompasses a variety of styles, from lagers to ales, appealing to a broad spectrum of beer enthusiasts. Known for its moderate alcohol content, regular beer is often chosen for social occasions and everyday consumption. The balance between flavor profiles and drinkability makes it a popular choice for those seeking a refreshing beverage.

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

The bottles segment is anticipated to witness the highest CAGR growth during the forecast period. Bottled beer remains a popular and convenient form of packaging in the beverage industry. The use of bottles preserves beer quality, protecting it from light and oxidation. It allows for a wide range of beer styles, from traditional ales to craft brews, to be easily stored and transported. Bottled beer caters to diverse consumer preferences, offering various sizes and formats. The packaging also provides opportunities for branding and marketing.

Region with largest share:

Asia Pacific is projected to hold the largest market share during the forecast period. The beer market in the Asia-Pacific region is dynamic and robust, driven by diverse consumer preferences and cultural influences. With a rich tradition of beer consumption, countries like China, Japan, and India are key players. The market is characterized by a growing demand for premium and craft beers, alongside traditional favorites. Rapid urbanization, changing lifestyles, and a burgeoning middle class contribute to the industry's expansion. Despite regulatory challenges and occasional economic fluctuations, the Asia-Pacific beer market continues to thrive, reflecting a blend of traditional brewing heritage and a penchant for innovation and experimentation.

Region with highest CAGR:

North America's beer market is marked by a vibrant and evolving landscape. The region boasts a robust craft beer movement, with the United States at the forefront of innovation and diverse beer styles. Consumer preferences lean towards premium and specialty brews, driving the market's expansion. The popularity of local breweries and a focus on quality ingredients contribute to the market's dynamism. The North American beer market remains resilient, adapting to shifting preferences and maintaining a strong presence in the beverage industry.

Key players in the market

Some of the key players profiled in the Beer Market include Tsingtao Brewery, Heineken N.V., Carlsberg Group, Anheuser-Busch InBev, Molson Coors Beverage Company, Kirin Holdings Company, China Resources Snow Breweries, Asahi Group Holdings, Lone Wolf, Boston Beer Company, Sierra Nevada Brewing Company, Stone Brewing, Dogfish Head Craft Brewery and Diageo.

Key Developments:

In November 2023, Heineken has introduced draught beer in the Indian market, aiming to provide consumers with a premium, smooth-tasting beverage tailored for social occasions. The initial launch will see Heineken Silver Draught Beer available in premium bars and pubs across Mumbai, Thane and Pune in Maharashtra.

In August 2023, Indian liquor brand, Lone Wolf, unveiled its highly anticipated beer variants, Alpha and Mavrick, in a captivating launch event at Ambience Mall. The launch marked a significant expansion of the brand's portfolio, aiming to provide consumers with an even broader range of choices to tantalise their taste buds.

Products Covered:

- Lager
- Ale
- Stout
- Pilsner
- Other Products

Alcohol Contents Covered:

- Non-Alcoholic Beer (0.5%)
- Low-Alcohol Beer (3%)
- Regular Beer (4-6%)

Productions Covered:

- Macrobreweries
- Microbreweries
- Nanobreweries
- Homebrewing
- Other Productions

Packagings Covered:

Bottles

Cans

Kegs

Growlers

Tetra Packs

Barrels

Other Packagings

Distribution Channels Covered:

On-Trade

Off-Trade

Wholesale & Distributors

Duty-Free Shops

Other Distribution Channels

Regions Covered:

North America

US

Canada

Mexico

Europe

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- 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032 and 2034
- 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

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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

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