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# Lager Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Standard, Premium), By Sales Channel (Supermarkets and Hypermarkets, Specialist Retailers, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F

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## Abstracts

The Global Lager Market is projected to expand from USD 389.17 Billion in 2025 to USD 475.07 Billion by 2031, registering a CAGR of 3.38%. Lager is characterized as a distinct beer category brewed with bottom-fermenting yeast at low temperatures, resulting in a clean, crisp profile and an effervescent finish. The market is fundamentally underpinned by rising disposable incomes in emerging economies, which are driving a consumer shift toward premium beverage options. Furthermore, the growth of organized retail channels and the hospitality sector acts as a primary catalyst, ensuring widespread product accessibility and sustained consumption opportunities beyond temporary flavor trends.

However, the market confronts a substantial hurdle regarding the volatility of input costs, which squeezes profit margins and complicates competitive pricing strategies. Manufacturers face the challenge of navigating fluctuating prices for essential raw materials, including barley, hops, and packaging, which hinders long-term financial planning. According to the Beer Institute, the cost of beer production in the United States rose by 1.0% in 2024 compared to the previous year, underscoring the ongoing financial pressures that industry stakeholders must manage to maintain growth.

**Market Driver**

The acceleration of market premiumization and the demand for high-end products is reshaping the global lager landscape as consumers increasingly value quality and brand prestige over volume. This trend toward 'drinking better' allows manufacturers to offset raw material inflation by setting higher price points for international and specialty lagers. Major brewers are capitalizing on this by expanding their flagship premium brands in developing regions with growing middle-class demographics. According to Heineken N.V.'s '2024 Annual Report' from February 2025, the company realized a 5% growth in premium organic beer volume, demonstrating the segment's strength despite broader economic challenges and its role as a buffer against volume stagnation in mature markets.

Simultaneously, the expansion of low-alcohol and non-alcoholic lager portfolios is attracting significant investment as health-conscious consumers seek moderation without compromising on flavor. Technological advancements in brewing have enabled producers to replicate the refreshing characteristics of traditional lager in zero-proof formats, creating new consumption occasions. According to the Carlsberg Group?s 'FY 2024 Financial Statement' released in February 2025, alcohol-free brews increased by 6%, outperforming traditional beer styles. This growth is critical for industry stability, particularly given that BarthHaas reported a 0.3% decline in global beer production to 1.875 billion hectoliters in July 2025, suggesting future revenue will depend on diversified, value-added products rather than volume growth.

**Market Challenge**

The volatility of input costs serves as a significant obstacle to the growth of the Global Lager Market. Manufacturers frequently face rapid price increases for essential agricultural commodities, such as barley and hops, along with fluctuating costs for packaging materials like aluminum and glass. This financial unpredictability disrupts long-term strategic planning and forces breweries to operate with tighter profit margins. If producers are unable to absorb these rising costs, they are often forced to raise prices, which risks reducing consumer demand in price-sensitive segments. Consequently, the difficulty in maintaining stable pricing structures restricts the ability of breweries to invest in expansion or new market penetration, effectively stalling industry momentum.

The direct impact of these economic pressures is evident in recent metrics showing a contraction in market output. According to the Brewers Association, production volume for the United States craft brewing industry fell by 3.9% in 2024 compared to the prior year. This decline highlights how the persistent burden of operational costs and supply chain instability actively hampers growth, compelling stakeholders to prioritize consolidation and survival over the pursuit of higher production targets.

**Market Trends**

The adoption of sustainable and circular packaging solutions is redefining manufacturing priorities within the Global Lager Market as stakeholders respond to increasing regulatory pressure and consumer demand for environmental responsibility. Major breweries are shifting away from single-use plastics and increasing the recycled content of their containers to lower carbon footprints and close production loops. This strategy not only reduces reliance on virgin materials, thereby mitigating exposure to volatile commodity prices, but also enhances brand equity. According to the Carlsberg Group's 'Annual Report 2024' from February 2025, the company achieved a 76% collection and recycling rate for its bottles and cans, illustrating the effectiveness of industry-wide deposit return schemes and circular infrastructure.

Concurrently, the expansion of Direct-to-Consumer (DTC) and e-commerce distribution channels is fundamentally restructuring how lager is sold, extending reach beyond traditional brick-and-mortar boundaries. By utilizing proprietary B2B digital platforms and direct-to-consumer apps, producers are acquiring granular data on purchasing behaviors, enabling hyper-targeted marketing and optimized inventory management. This digital transformation simplifies the route to market and captures higher margins through digitized ecosystems. According to Anheuser-Busch InBev?s 'Third Quarter 2025 Results' from October 2025, their B2B digital platform, BEES, generated 13.3 billion USD in gross merchandise value, an 11% increase over the same period the previous year, highlighting the essential role of digital commerce in sustaining revenue growth.

**Key Market Players**

Anheuser-Busch Companies LLC

Asahi Breweries Ltd.

Carlsberg Breweries A/S

China Resources Beer (Holdings) Company Limited

Diageo Plc

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Heineken N.V.

Kirin Brewery Company Limited

Molson Coors Beverage Company

Tsingtao Brewery Company Limited

United Breweries Holdings Limited

**Report Scope**

In this report, the Global Lager Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Lager Market, By Product Type
  - Standard
  - Premium
- Lager Market, By Sales Channel
  - Supermarkets and Hypermarkets
  - Specialist Retailers
  - Convenience Stores
  - Online
  - Others
- Lager Market, By Region
  - North America

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- Canada
- Mexico

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- Italy
- Germany
- Spain

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- Japan
- Australia
- South Korea

South America

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- Argentina
- Colombia

Middle East & Africa

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South Africa

Saudi Arabia

UAE

**Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Lager Market.

**Available Customizations:**

Global Lager Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

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