

Stout Beer Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Irish Stout, American Stout, Milk Stout, Coffee Stout, Others), By Category (Alcoholic, Non-Alcoholic), By Sales Channel (Off Trade, On Trade), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/SD375F7A106AEN.html>

Date: May 2026

Pages: 177

Price: US\$ 4,500.00 (Single User License)

ID: SD375F7A106AEN

Abstracts

The Global Stout Beer Market is projected to expand significantly from USD 19.92 Billion in 2025 to USD 31.66 Billion by 2031, demonstrating an 8.03% compound annual growth rate. Stout, a dark, top-fermented beer made with roasted malt or barley, is recognized for its deep color, creamy texture, and rich flavor profile, often featuring notes of coffee and chocolate. This market growth is primarily fueled by a global trend towards premiumization, where consumers increasingly seek and are willing to pay for high-quality, artisanal beverages. Additionally, the flourishing craft brewing sector introduces diverse product innovations, such as barrel-aged and dessert-inspired stouts, which effectively maintain consumer interest and stimulate category expansion, as evidenced by stout securing a notable 35.9% share of the Irish beer market in 2024, according to Drinks Ireland.

Despite these strong positive drivers, the global stout market faces a considerable hurdle in the form of intense competition from the ready-to-drink (RTD) and spirits sectors. These alternative categories effectively draw in younger demographics through aggressive marketing and a wide variety of flavors, potentially diverting consumer disposable income away from traditional beer segments. This competitive landscape could hinder broader market expansion for stout.

Market Driver

A key driver propelling the global stout market's expansion is the escalating popularity of craft and artisanal stout varieties, which see consumers increasingly opting for premium, flavor-rich brews over mass-produced lagers. This trend embodies a "drink less, but better" philosophy, where both heritage brands and modern craft brewers capitalize on the demand for high-quality ingredients and distinctive roasted profiles, leading major producers to successfully premiumize their portfolios. Such a shift ensures stout remains a vibrant category, as demonstrated by Diageo's 'Preliminary Results for the year ended 30 June 2024', which reported a 15% global growth in organic net sales for Guinness, underpinning the company's beer category performance.

Simultaneously, the increasing demand for low-alcohol and non-alcoholic stout alternatives is significantly broadening the consumer base, allowing the category to penetrate consumption occasions previously dominated by soft drinks. As health consciousness grows, brewers are investing in dealcoholization technologies that effectively preserve the characteristic creamy texture and complex flavor notes of traditional stout. This segment is experiencing rapid growth, particularly in mature markets where moderation is becoming a cultural norm; for instance, Drinks Ireland reported a 48.7% increase in Guinness 0.0 draught volume sales between February 2023 and February 2024. This trend aligns with a wider retail transformation, as evidenced by Waitrose's 'Food and Drink Report 2024-25', noting a nearly fifth increase in sales of low and no-alcohol drinks, indicating a sustained change in purchasing behavior that directly benefits the non-alcoholic stout segment.

Market Challenge

The global stout beer market is significantly challenged by the rising prominence of ready-to-drink (RTD) beverages and spirits. These alternative categories have successfully attracted younger legal-drinking-age consumers through vigorous marketing efforts and an extensive range of flavor profiles that prioritize convenience and novelty. This shift in consumer preference redirects disposable income away from traditional beer categories, including stout, thereby impeding overall market expansion, with RTDs often perceived as more modern and versatile, challenging stout's market positioning, especially in competitive off-premise channels.

This intense cross-category competition is demonstrably affecting market performance by eroding the volume of the segment primarily responsible for stout innovation. For example, the Brewers Association reported a 5% decline in craft beer volume in 2025,

amidst these escalating market challenges. This contraction in the craft sector, which is a key driver for premium stout development, highlights the difficulties producers face in sustaining growth momentum as consumers increasingly opt for dynamic spirit and RTD alternatives, ultimately hindering the stout market's ability to capitalize on premiumization strategies and maintain overall volume growth.

Market Trends

The resurgence of Milk and Oatmeal Stout varieties is significantly revitalizing the craft sector, as consumers actively seek distinct, texture-rich alternatives to lighter beer styles. This trend is characterized by a return to full-bodied, sweet, and silky mouthfeels, achieved through the inclusion of lactose or oats, which effectively balance the traditional roasted bitterness of the category. The vibrancy of this specific segment is providing a crucial lifeline to craft brewers amidst broader industry headwinds, positioning stout as a standout performer in an otherwise challenging landscape; notably, according to the Morning Advertiser in March 2025, stout was the only segment within the craft beer category to achieve positive momentum, registering a remarkable 98.7% upswing in volume sales while other craft styles experienced declines.

Concurrently, the adoption of Sustainable and Regenerative Grain Sourcing is reshaping the market's supply chain, with major producers prioritizing environmental resilience to mitigate climate-related crop volatility. Breweries are increasingly forging direct partnerships with agronomy teams to implement soil-health-focused practices that not only reduce carbon emissions but also ensure long-term barley availability. This strategic shift not only addresses scope 3 emissions but also appeals strongly to eco-conscious consumers who demand transparency in ingredient provenance, as exemplified by The Heineken Company's January 2025 update, which announced the successful harvest of its first large-scale regenerative barley from 200 farmers across Europe, covering approximately 25,000 hectares of farmland.

Key Market Players

Diageo plc

Carlsberg Breweries A/S

Anheuser-Busch InBev SA/NV

Molson Coors Beverage Company

Heineken N.V.

Deschutes Brewery Inc.

Stone Brewing Co., LLC

Port Brewing Co

Left Hand Brewing Company

Samuel Smith Old Brewery.

Report Scope

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

Stout Beer Market, By Type

Irish Stout

American Stout

Milk Stout

Coffee Stout

Others

Stout Beer Market, By Category

Alcoholic

Non-Alcoholic

Stout Beer Market, By Sales Channel

Off Trade

On Trade

Stout Beer Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

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

Available Customizations:

Global Stout Beer 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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