

United States Beer Market By Type (Lager, Ale, Stout & Porter, Malt, Others), By Packaging (Glass, Metal Can, Others), By Production (Macrobrewery, Microbrewery, Craft Brewery), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Beer Market was valued at USD 106.84 billion in 2024 and is anticipated to grow USD 123.68 billion by 2030 with a CAGR of 2.53% during forecast period. The United States beer market is one of the largest globally, driven by diverse consumer preferences and a strong culture of innovation. Craft breweries play a significant role, offering unique and artisanal flavors that cater to a growing demand for premium, locally sourced products. The market is increasingly influenced by health-conscious trends, with a rising preference for low-alcohol, non-alcoholic, and gluten-free options. Sustainable brewing practices and eco-friendly packaging are also becoming critical as consumers prioritize environmental responsibility. While alcohol sales surged during the pandemic, post-pandemic growth has been slower. In 2023, total retail spending on alcoholic beverages reached \$89.8 billion, reflecting a modest 1.1% increase from 2022. Despite inflation, Americans spent more on alcohol overall, averaging \$583 in 2022, though alcohol's share of total expenditures declined.

Key Market Drivers

Growth of Craft Breweries

The craft beer movement is a defining feature of the U.S. beer market, contributing significantly to its growth and diversity. Craft breweries focus on quality, innovation, and unique flavor profiles, catering to consumers seeking artisanal and premium beer options. The rise of local breweries and microbreweries has reshaped consumer

preferences, with many favoring small-batch production over mass-market beer brands. According to the Beer Institute, U.S. beer consumption among adults aged 21 and over averages approximately 28.2 gallons per person annually. This translates to an average daily consumption of about 10 ounces, equating to roughly one six-pack per week.

Craft breweries thrive on experimentation, producing a wide range of products, from hazy IPAs and barrel-aged stouts to seasonal and limited-edition beers. This innovation has attracted younger consumers and those willing to pay a premium for authenticity and creativity. Additionally, the trend of beer tourism, where consumers visit breweries to experience the brewing process and sample products on-site, has further fueled the growth of craft breweries. Craft beer's popularity has also encouraged large multinational beer companies to acquire or partner with craft brewers, expanding the reach of these unique offerings while maintaining their artisanal appeal.

Health-Conscious Consumer Trends

Evolving health and wellness trends are significantly influencing beer consumption patterns in the United States. A growing number of consumers are seeking low-calorie, low-alcohol, and non-alcoholic beer options as they adopt healthier lifestyles. Brands have responded by innovating in these categories, creating products that cater to the demand for healthier alternatives without compromising taste. Gluten-free beers, crafted from alternative grains such as sorghum and millet, are gaining traction among those with dietary restrictions or preferences. Similarly, non-alcoholic beers have emerged as a major growth segment, supported by advancements in brewing techniques that preserve flavor while reducing alcohol content.

The moderation movement, exemplified by campaigns like 'Dry January' and 'Sober October,' has also spurred interest in low-alcohol and non-alcoholic options. Health-conscious consumers are drawn to beers with added functional benefits, such as those infused with vitamins, minerals, or even CBD, further diversifying the market.

Sustainability and Eco-Friendly Practices

Environmental sustainability has become a critical driver in the U.S. beer market as consumers and businesses increasingly prioritize eco-conscious practices. Breweries are adopting measures to reduce their environmental impact, including water conservation, waste reduction, and energy-efficient brewing methods. Sustainable packaging is another area of focus, with many companies shifting to recyclable or

biodegradable materials. Aluminum cans, for example, are favored over glass bottles due to their lighter weight, recyclability, and lower carbon footprint during transportation.

Some breweries are also engaging in carbon offset initiatives, such as planting trees or investing in renewable energy projects, to appeal to environmentally conscious consumers. These efforts not only enhance brand reputation but also align with the values of a growing segment of consumers who are willing to support businesses committed to sustainability.

Key Market Challenges

Competition from Alternative Beverages

One of the most prominent challenges in the U.S. beer market is the increasing competition from alternative alcoholic and non-alcoholic beverages. Hard seltzers, ready-to-drink (RTD) cocktails, and spirits have gained immense popularity in recent years, drawing consumers away from traditional beer options. These beverages are particularly appealing to younger consumers and those seeking lighter, more innovative options. Hard seltzers, for instance, are marketed as low-calorie, refreshing alternatives to beer, often infused with fruit flavors that cater to modern taste preferences. Similarly, the rise of RTD cocktails offers convenience and premiumization, appealing to a segment of consumers seeking craft-quality beverages without the need for preparation.

This shift in consumer preferences has forced beer companies to compete in an increasingly crowded market. Many breweries have diversified their portfolios to include hard seltzers or other alternatives, but this strategy dilutes the focus on core beer products. Moreover, the competition from spirits and wines, which are often perceived as more sophisticated or healthier, continues to challenge the dominance of beer, particularly among millennial and Gen Z consumers.

Declining Beer Consumption Among Key Demographics

Shifting consumer demographics and preferences are contributing to a decline in beer consumption, presenting a long-term challenge for the U.S. beer market. Traditional beer consumers, particularly among older generations, are aging out of the market, while younger generations exhibit different drinking habits. Millennials and Gen Z consumers, for example, are more likely to explore diverse alcoholic beverages, including craft spirits, wines, and non-alcoholic options. Health-conscious trends and the rise of the moderation movement have also contributed to declining beer consumption,

as more people choose low-alcohol or alcohol-free alternatives.

Another factor is the changing social landscape, where younger consumers are less inclined to gather in traditional beer-drinking venues like sports bars and pubs. Instead, they favor experiences that align with wellness and social media-driven lifestyles, such as craft cocktail bars or wine tastings.

Key Market Trends

Premiumization of Beer

One of the most significant trends in the U.S. beer market is the premiumization of beer offerings. Consumers are increasingly willing to pay more for high-quality, unique, and premium beer products that offer a distinct experience. This trend is evident in the rising popularity of craft beers, which emphasize artisanal production methods, innovative flavors, and local sourcing.

Premium beers often feature small-batch production, barrel-aging, and distinctive packaging, appealing to consumers who view beer as an indulgence rather than a commodity. Seasonal and limited-edition releases, as well as collaborations between breweries, further enhance the appeal of premium products. The premiumization trend is also driven by the growing interest in imported beers, particularly from European countries known for their brewing heritage. Consumers perceive these products as sophisticated and authentic, aligning with the desire for unique drinking experiences. As a result, breweries are focusing on storytelling, branding, and quality to differentiate themselves in the competitive landscape.

Expansion of Non-Alcoholic and Low-Alcohol Beers

Health and wellness trends have spurred a significant shift in the U.S. beer market, with increasing demand for non-alcoholic (NA) and low-alcohol beers. These products cater to consumers who want to enjoy the taste and social aspects of beer without the effects of high alcohol content. Advancements in brewing technology have allowed producers to create non-alcoholic and low-alcohol beers that closely mimic the flavor profiles of traditional beers. This innovation has led to a surge in quality offerings within the category, making them more appealing to a broader audience.

The rise of sober-curious movements, such as 'Dry January' and 'Sober October,' has further fueled this trend. Younger generations, particularly millennials and Gen Z, are

leading the charge, prioritizing moderation and balance in their lifestyles. Breweries are responding with a diverse range of options, from craft non-alcoholic IPAs to low-alcohol lagers, ensuring that consumers have access to flavorful and satisfying alternatives.

Diversification of Flavors and Styles

The U.S. beer market is experiencing an explosion of creativity in flavors and styles, driven by the demand for unique and novel drinking experiences. Breweries are experimenting with unconventional ingredients, such as exotic fruits, spices, and even coffee or chocolate, to craft innovative brews that stand out in the crowded market. Fruited beers, sour ales, and hazy IPAs are some of the most popular styles among consumers seeking bold and adventurous flavors. Seasonal and specialty releases, such as pumpkin ales in the fall or citrus-infused beers in the summer, cater to changing consumer preferences throughout the year.

Another aspect of this trend is the blending of beer with other beverage categories, such as hard kombucha or beer-wine hybrids. These crossovers appeal to consumers who enjoy exploring new taste profiles and breaking away from traditional beer styles. Craft breweries, in particular, are at the forefront of this trend, leveraging their smaller scale and creative freedom to push the boundaries of brewing. This diversification of flavors and styles not only attracts new consumers but also keeps existing ones engaged and excited about the possibilities of beer.

Segmental Insights

Type Insights

Lager was the dominating segment in the United States beer market, accounting for the largest share of beer consumption due to its broad appeal and versatility. Known for its clean, crisp taste and smooth finish, lager has become a staple in American households, bars, and restaurants. Major global beer brands, such as Budweiser, Coors, and Miller, predominantly produce lagers, further solidifying its market dominance. The consistency and approachable flavor profile of lagers make them a go-to choice for a wide range of consumers, from casual drinkers to beer enthusiasts. Additionally, lager's compatibility with food pairings and its refreshing nature in the warm U.S. climate have cemented its status as the preferred beer style. While craft beer trends and innovation in other beer segments are growing, lagers remain the backbone of the U.S. beer market, continuing to drive both volume sales and brand loyalty.

Regional Insights

The South is the dominating region in the United States beer market, driven by a large population, diverse consumer preferences, and a strong beer-drinking culture. States such as Texas, Florida, Georgia, and Louisiana contribute significantly to overall beer sales due to their expansive urban centers, thriving tourism industries, and vibrant social scenes. The region is home to numerous craft breweries and large beer distributors, fostering both local and national brand presence. Additionally, the South's warm climate and festive lifestyle further encourage beer consumption, especially during outdoor events, sports, and gatherings. This trend is bolstered by the increasing popularity of craft and specialty beers, with Southern states embracing innovative brewing techniques and unique flavor profiles. The region's continued economic growth, rising disposable incomes, and a growing interest in diverse beer styles ensure that the South remains a key player in the U.S. beer market.

Key Market Players

Sierra Nevada Brewing Co.

United Breweries Limited

Molson Coors Beverage Company

Heineken USA Incorporated

Anheuser Busch Inc.

Constellation Brands, Inc.

Boston Beer Corporation

Asahi Group Holdings Ltd

Pabst Brewing Company, LLC

Diageo North America, Inc.

Report Scope:

United States Beer Market By Type (Lager, Ale, Stout & Porter, Malt, Others), By Packaging (Glass, Metal Can,...

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

United States Beer Market, By Type:

Lager

Ale

Stout & Porter

Malt

Others

United States Beer Market, By Packaging:

Glass

Metal Can

Others

United States Beer Market, By Production:

Macrobrewery

Microbrewery

Craft Brewery

United States Beer Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Beer Market.

Available Customizations:

United States 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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