

# **Beer and Cider Market Size, Share, and Outlook, 2025 Report- By Type (Alcoholic, Non-Alcoholic), ABV (Up to 1%, 1.2% to 8.5%, 8.5% to 12%, Above 12%), Packaging (Cans, Bottles), Application (Bars and Clubs, HoReCa, Hotels, Residential, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

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## **Abstracts**

### **Beer and Cider Market Outlook**

The global Beer and Cider market is expected to register a growth rate of 5.8% during the forecast period from \$654.2 Billion in 2024 to \$1027.1 Billion in 2032. The Beer and Cider market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Beer and Cider segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Alcoholic, Non-Alcoholic), ABV (Up to 1%, 1.2% to 8.5%, 8.5% to 12%, Above 12%), Packaging (Cans, Bottles), Application (Bars and Clubs, HoReCa, Hotels, Residential, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Beer and Cider markets.

### **Beer and Cider Market Insights, 2025**

The beer and cider market continues to evolve with shifting consumer preferences toward craft, low-alcohol, and flavored variants. Craft breweries and artisanal cider

producers capitalize on the demand for unique taste profiles, authenticity, and locally sourced ingredients. The market is characterized by innovation in brewing techniques, including barrel aging, dry hopping, and fruit infusions, appealing to diverse consumer segments. Health and wellness trends fuel the development of reduced-calorie and gluten-free options. Additionally, sustainability practices such as water conservation and recyclable packaging influence brand positioning. Global distribution expansion and experiential marketing initiatives further drive market penetration and consumer loyalty.

## Five Trends that will define global Beer and Cider market in 2025 and Beyond

A closer look at the multi-million global market for Beer and Cider identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Beer and Cider companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Beer and Cider industry?

The Beer and Cider sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Beer and Cider Market Segment Insights

The Beer and Cider industry presents strong offers across categories. The analytical report offers forecasts of Beer and Cider industry performance across segments and countries. Key segments in the industry include By Type (Alcoholic, Non-Alcoholic), ABV (Up to 1%, 1.2% to 8.5%, 8.5% to 12%, Above 12%), Packaging (Cans, Bottles), Application (Bars and Clubs, HoReCa, Hotels, Residential, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Beer and Cider market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Beer and Cider industry ecosystem. It assists decision-makers in evaluating global Beer and Cider market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Beer and Cider industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Beer and Cider Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Beer and Cider Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Beer and Cider with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing

omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Beer and Cider market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Beer and Cider market Insights Executives are most excited about opportunities for the US Beer and Cider industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Beer and Cider companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Beer and Cider market.

Latin American Beer and Cider market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Beer and Cider Markets  
New Opportunities for Companies  
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Beer and Cider markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Beer and Cider markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Beer and Cider companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Anheuser-Busch Companies, LLC, Bell's Brewery, Incorporated, Carlsberg Group Inc., Castel Group Inc., Cerveceria Destilo S.A., Devans Modern Breweries Ltd., Diageo plc, H. P. Bulmer Ltd., Heineken N.V., Molson Coors Brewing Company, Pabst Brewing Company LLC, Tuborg Brewery LLC, United Breweries Group, Vermont Hard Cider Company, LLC.

### Beer and Cider Market Scope

#### Leading Segments

##### By Type

Alcoholic

Non-Alcoholic

##### By ABV

Upto 1%

1.2% to 8.5%

8.5% to 12%

Above 12%

##### By Packaging

Cans

Bottles

By Application

Bars and Clubs

HoReCa

Hotels

Residential

Others

By Distribution Channel

Online

Offline

Leading Companies

Anheuser-Busch Companies, LLC

Bell's Brewery, Incorporated

Carlsberg Group Inc.

Castel Group Inc.

Cerveceria Destilo S.A.

Devans Modern Breweries Ltd.

Diageo plc

H. P. Bulmer Ltd.

Heineken N.V.

Molson Coors Brewing Company

Pabst Brewing Company LLC

Tuborg Brewery LLC

United Breweries Group

Vermont Hard Cider Company, LLC

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

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Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Beer and Cider Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Beer and Cider Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL BEER AND CIDER MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Beer and Cider Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. BEER AND CIDER MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
  - Alcoholic
  - Non-Alcoholic
- By ABV
  - Upto 1%
  - 1.2% to 8.5%
  - 8.5% to 12%
  - Above 12%
- By Packaging
  - Cans
  - Bottles
- By Application
  - Bars and Clubs
  - HoReCa
  - Hotels
  - Residential
  - Others
- By Distribution Channel
  - Online
  - Offline

## **6. GLOBAL BEER AND CIDER MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA BEER AND CIDER MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Beer and Cider Market Trends and Growth Opportunities
  - 6.2.1 North America Beer and Cider Market Outlook by Type
  - 6.2.2 North America Beer and Cider Market Outlook by Application
- 6.3 North America Beer and Cider Market Outlook by Country
  - 6.3.1 The US Beer and Cider Market Outlook, 2021- 2032
  - 6.3.2 Canada Beer and Cider Market Outlook, 2021- 2032
  - 6.3.3 Mexico Beer and Cider Market Outlook, 2021- 2032

## **7. EUROPE BEER AND CIDER MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Beer and Cider Market Trends and Growth Opportunities
  - 7.2.1 Europe Beer and Cider Market Outlook by Type
  - 7.2.2 Europe Beer and Cider Market Outlook by Application
- 7.3 Europe Beer and Cider Market Outlook by Country
  - 7.3.2 Germany Beer and Cider Market Outlook, 2021- 2032
  - 7.3.3 France Beer and Cider Market Outlook, 2021- 2032
  - 7.3.4 The UK Beer and Cider Market Outlook, 2021- 2032
  - 7.3.5 Spain Beer and Cider Market Outlook, 2021- 2032
  - 7.3.6 Italy Beer and Cider Market Outlook, 2021- 2032
  - 7.3.7 Russia Beer and Cider Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Beer and Cider Market Outlook, 2021- 2032

## **8. ASIA PACIFIC BEER AND CIDER MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Beer and Cider Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Beer and Cider Market Outlook by Type
  - 8.2.2 Asia Pacific Beer and Cider Market Outlook by Application
- 8.3 Asia Pacific Beer and Cider Market Outlook by Country
  - 8.3.1 China Beer and Cider Market Outlook, 2021- 2032

- 8.3.2 India Beer and Cider Market Outlook, 2021- 2032
- 8.3.3 Japan Beer and Cider Market Outlook, 2021- 2032
- 8.3.4 South Korea Beer and Cider Market Outlook, 2021- 2032
- 8.3.5 Australia Beer and Cider Market Outlook, 2021- 2032
- 8.3.6 South East Asia Beer and Cider Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Beer and Cider Market Outlook, 2021- 2032

## **9. SOUTH AMERICA BEER AND CIDER MARKET SIZE OUTLOOK**

- 9.1 Key Market Statistics, 2024
- 9.2 South America Beer and Cider Market Trends and Growth Opportunities
  - 9.2.1 South America Beer and Cider Market Outlook by Type
  - 9.2.2 South America Beer and Cider Market Outlook by Application
- 9.3 South America Beer and Cider Market Outlook by Country
  - 9.3.1 Brazil Beer and Cider Market Outlook, 2021- 2032
  - 9.3.2 Argentina Beer and Cider Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Beer and Cider Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA BEER AND CIDER MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Beer and Cider Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Beer and Cider Market Outlook by Type
  - 10.2.2 Middle East and Africa Beer and Cider Market Outlook by Application
- 10.3 Middle East and Africa Beer and Cider Market Outlook by Country
  - 10.3.1 Saudi Arabia Beer and Cider Market Outlook, 2021- 2032
  - 10.3.2 The UAE Beer and Cider Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Beer and Cider Market Outlook, 2021- 2032
  - 10.3.4 South Africa Beer and Cider Market Outlook, 2021- 2032
  - 10.3.5 Egypt Beer and Cider Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Beer and Cider Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Anheuser-Busch Companies, LLC
  - Bell's Brewery, Incorporated
  - Carlsberg Group Inc.
  - Castel Group Inc.

Cerveceria Destilo S.A.  
Devans Modern Breweries Ltd.  
Diageo plc  
H. P. Bulmer Ltd.  
Heineken N.V.  
Molson Coors Brewing Company  
Pabst Brewing Company LLC  
Tuborg Brewery LLC  
United Breweries Group  
Vermont Hard Cider Company, LLC  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

## I would like to order

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