

# **Craft Beer Market Size, Share, and Outlook, 2025 Report- By Type (Ales, Pilseners and Pale Lagers, Specialty Beers, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, Others), and Companies, 2021-2032**

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## **Abstracts**

### Craft Beer Market Outlook

The global Craft Beer market is expected to register a growth rate of 9.8% during the forecast period from \$97.4 Billion in 2024 to \$205.8 Billion in 2032. The Craft Beer 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 Craft Beer segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Ales, Pilseners and Pale Lagers, Specialty Beers, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, Others). Over 70 tables and charts showcase findings from our latest survey report on Craft Beer markets.

### Craft Beer Market Insights, 2025

The craft beer market in 2025 is navigating a maturing landscape marked by consolidation, innovation, and a deepening focus on authenticity and localism. While explosive early growth has tapered, consumer interest remains high for flavorful, small-batch brews that reflect regional tastes and creative profiles. Breweries are

experimenting with unusual ingredients like botanicals, wild yeasts, and barrel-aging methods to differentiate in a crowded market. Sustainability practices—such as water recycling, spent grain reuse, and carbon-neutral brewing—are now critical selling points for younger, eco-conscious drinkers. At the same time, taprooms, brewpubs, and community events remain key to customer engagement and brand loyalty. Internationally, craft beer is gaining ground in emerging economies, where middle-class consumers are eager to trade up from mass-market lagers. As the category matures, successful players are those that blend artistry with operational excellence, delivering bold flavor, local identity, and a consistent drinking experience.

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

A closer look at the multi-million global market for Craft Beer identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Craft Beer 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 Craft Beer industry?

The Craft Beer 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.

### Craft Beer Market Segment Insights

The Craft Beer industry presents strong offers across categories. The analytical report offers forecasts of Craft Beer industry performance across segments and countries. Key segments in the industry include By Type (Ales, Pilseners and Pale Lagers, Specialty Beers, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, Others). 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, Craft Beer 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 Craft Beer industry ecosystem. It assists decision-makers in evaluating global Craft Beer market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Craft Beer 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 Craft Beer 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 Craft Beer 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 Craft Beer market drivers and

opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Craft Beer 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 Craft Beer market.

Latin American Craft Beer 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 Craft Beer 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 Craft Beer 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 Craft Beer markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

**Competitive Landscape How Craft Beer 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 BrewDog PLC, Abbaye de Scourmont (Chimay Brewery), The Boston Beer Company, Inc., AFBrew (Asahi Group Holdings), Himburgs Braukunstkeller GmbH, Buxton Brewery Company Limited, The Craft Beer Co. Ltd., D.G. Yuengling and Son, Inc., New Belgium Brewing Company, Inc., Deschutes Brewery, Inc., Bell's Brewery, Inc., Duvel Moortgat USA, Carlsberg Group, Brouwerij Omer Vander Ghinste, Stone Brewing Co., Thornbridge Brewery Limited, Van Pur S.A.

Craft Beer Market Scope

Leading Segments

By Type

Ales

Pilseners and Pale Lagers

Specialty Beers

Others

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

Leading Companies

BrewDog PLC

Abbaye de Scourmont (Chimay Brewery)

The Boston Beer Company, Inc.

AFBrew (Asahi Group Holdings)

Himburgs Braukunstkeller GmbH

Buxton Brewery Company Limited

The Craft Beer Co. Ltd.

D.G. Yuengling and Son, Inc.

New Belgium Brewing Company, Inc.

Deschutes Brewery, Inc.

Bell's Brewery, Inc.

Duvel Moortgat USA

Carlsberg Group

Brouwerij Omer Vander Ghinste

Stone Brewing Co.

Thornbridge Brewery Limited

Van Pur S.A.

Geographies

North AmericaUS, Canada, Mexico

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

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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.

Get an integrated understanding of the entire market ecosystem and companies.

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 Craft Beer Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Craft Beer 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 CRAFT BEER 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 Craft Beer 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. CRAFT BEER 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
  - Ales
  - Pilseners and Pale Lagers
  - Specialty Beers
  - Others
- By Distribution Channel
  - Supermarkets and Hypermarkets
  - Convenience Stores
  - Online Stores
  - Others

## **6. GLOBAL CRAFT BEER MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

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

## **6. NORTH AMERICA CRAFT BEER MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Craft Beer Market Trends and Growth Opportunities
  - 6.2.1 North America Craft Beer Market Outlook by Type
  - 6.2.2 North America Craft Beer Market Outlook by Application

## 6.3 North America Craft Beer Market Outlook by Country

- 6.3.1 The US Craft Beer Market Outlook, 2021- 2032
- 6.3.2 Canada Craft Beer Market Outlook, 2021- 2032
- 6.3.3 Mexico Craft Beer Market Outlook, 2021- 2032

## 7. EUROPE CRAFT BEER MARKET SIZE OUTLOOK

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

## 8. ASIA PACIFIC CRAFT BEER MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Craft Beer Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Craft Beer Market Outlook by Type
  - 8.2.2 Asia Pacific Craft Beer Market Outlook by Application
- 8.3 Asia Pacific Craft Beer Market Outlook by Country
  - 8.3.1 China Craft Beer Market Outlook, 2021- 2032
  - 8.3.2 India Craft Beer Market Outlook, 2021- 2032
  - 8.3.3 Japan Craft Beer Market Outlook, 2021- 2032
  - 8.3.4 South Korea Craft Beer Market Outlook, 2021- 2032
  - 8.3.5 Australia Craft Beer Market Outlook, 2021- 2032
  - 8.3.6 South East Asia Craft Beer Market Outlook, 2021- 2032
  - 8.3.7 Rest of Asia Pacific Craft Beer Market Outlook, 2021- 2032

## 9. SOUTH AMERICA CRAFT BEER MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Craft Beer Market Trends and Growth Opportunities

- 9.2.1 South America Craft Beer Market Outlook by Type
- 9.2.2 South America Craft Beer Market Outlook by Application
- 9.3 South America Craft Beer Market Outlook by Country
  - 9.3.1 Brazil Craft Beer Market Outlook, 2021- 2032
  - 9.3.2 Argentina Craft Beer Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Craft Beer Market Outlook, 2021- 2032

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

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

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - BrewDog PLC
  - Abbaye de Scourmont (Chimay Brewery)
  - The Boston Beer Company, Inc.
  - AFBrew (Asahi Group Holdings)
  - Himburgs Braukunstkeller GmbH
  - Buxton Brewery Company Limited
  - The Craft Beer Co. Ltd.
  - D.G. Yuengling and Son, Inc.
  - New Belgium Brewing Company, Inc.
  - Deschutes Brewery, Inc.
  - Bell's Brewery, Inc.
  - Duvel Moortgat USA
  - Carlsberg Group
  - Brouwerij Omer Vander Ghinste
  - Stone Brewing Co.

Thornbridge Brewery Limited

Van Pur S.A.

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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