

## **Global Beer Processing Market Report and Forecast 2024-2032**

Market Report | 2023-12-13 | 225 pages | EMR Inc.

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### **Report description:**

Global Beer Processing Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global beer processing market is projected to grow at a CAGR of 4% between 2024 and 2032. Aided by the burgeoning consumer inclination towards diverse beer flavours and the escalating number of microbreweries and craft breweries worldwide, the market is expected to grow significantly by 2032.

Beer, often described as the "liquid gold," is an alcoholic beverage crafted from the fermentation of malted barley and other cereal grains. It stands as one of the oldest and most consumed drinks globally, revered for its rich flavour profiles that range from bitter to sweet. The primary ingredients in beer include water, malted barley (or other grains), hops, and yeast. The brewing process, which involves the fermentation of sugars by yeast, is a time-honoured tradition, with variations spawning numerous beer types such as ales, lagers, stouts, and pilsners.

One of the pivotal drivers advancing the beer processing market growth is the evolved consumer palate. Modern consumers, especially the millennial and Gen-Z demographics, showcase a pronounced preference for unique, artisanal, and flavourful beers. This evolving taste has been a boon for craft breweries and microbreweries, which emphasise bespoke brewing techniques, innovative flavours, and sustainable practices.

Moreover, the global cultural phenomena of beer festivals and beer tasting events have further spotlighted the diversity and richness of beers. Such events offer consumers insights into the intricate processes of beer-making, the nuances of different beer types, and the joy of beer pairing with various cuisines. This immersive experience has been instrumental in fostering beer appreciation, thereby boosting the beer processing market demand.

On the industrial front, beer processing has witnessed a slew of technological advancements. From automated brewing equipment to state-of-the-art fermentation tanks, the industry is continuously innovating to enhance efficiency, scalability, and sustainability. These innovations not only streamline beer production but also ensure consistent quality, which is paramount in retaining consumer trust and loyalty.

Furthermore, the burgeoning trend of home brewing has posed a positive impact on the beer processing market outlook. With easy access to brewing kits, ingredients, and online tutorials, beer enthusiasts are exploring the art of beer-making in their homes. This DIY trend, while potentially a competitor to commercial beers, ironically boosts the overall beer culture, creating a

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community of informed and engaged beer consumers.

#### Market Segmentation

The market can be divided based on type, distribution channel, and region.

#### Market Breakup by Type

- Lager

- Speciality Beer

- Ale and Stout

- Low Alcohol Beer

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets

- Food Speciality Stores

- Convenience Stores

- Others

#### Market Breakup by Region

- North America

- Europe

- Asia Pacific

- Latin America

- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global beer processing market. Some of the major players explored in the report by Expert Market Research are as follows:

- Anheuser Busch Inbev Nv

- Heineken N.V

- Carlsberg A/S

- Molson Coors Brewing Company

- Asahi Group Holdings Ltd.

- Tsingtao Brewery Group Co. Ltd.

- Others

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