

## **Europe Beer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 125 pages | Mordor Intelligence

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### **Report description:**

The Europe Beer Market size is estimated at USD 196.22 billion in 2024, and is expected to reach USD 238.15 billion by 2029, growing at a CAGR of 3.95% during the forecast period (2024-2029).

The major drivers for the European beer market are changing lifestyles, consumption habits of alcoholic drinks, increases in disposable incomes, and the popularity of beer among the younger generation. Innovative products, such as flavored and crafted beer, and the growing demand for imported beer are some of the opportunities for players in the market. Consumers are more interested in low to no-alcohol beers, giving broad scope to the market. Europe has long been regarded as a desirable travel destination because of its diversity of cultures, traditions, and languages. According to the UNWTO Tourism Data Dashboard, approximately 303.1 million tourists arrived in Europe in 2021. Hence, most tourists prefer trying the regional beers available across the region, thereby driving the market studied.

The growing disposable incomes of consumers in Eastern European economies and increases in the demand for healthy versions of beer are expected to make this region more fruitful for the market's future growth. The lager segment is expected to witness steady growth in Eastern Europe during the forecast period. Major companies are engaging in research and development to understand the changing demand of consumers and create innovative products that cater to evolving demand.

### **Europe Beer Market Trends**

#### **Increasing Demand for Alcoholic Beverages**

The rising demand for alcoholic beverages is driving the growth of the European beer market. Europeans have sophisticated

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palates, which results in the demand for high-quality beverages. The demand for beer is prominent in the market, and the drink caters to the surging demand for alcoholic beverages. The changing lifestyle of consumers and high disposable incomes have increased the demand for beer. The rise in beer consumption is mostly associated with the trend growing among youngsters. Moreover, government guidelines add weight to the sales of alcoholic beverages. According to EU laws, alcoholic beverages with an alcohol by volume (ABV) content of over 1.2% have no legal obligation to list the ingredients and calorie content. The affinity for beer, among other alcoholic drinks, results in market growth.

According to Eurostat, a total of 33.1 billion liters of beer with alcohol content and over 1.7 billion liters of beer with less than or equal to 0.5% alcohol content or no alcohol content were produced in 2021 by EU member states. The EU produced more beer with and without alcohol in 2021 than it did in 2020. Beer without alcohol was produced more, almost 20% more, than beer with alcohol, almost 3% more. The total quantity of beer produced in the EU in 2021 was close to 78 liters per person.

#### Rise of Distribution Through Off-trade Channels

The off-trade distribution channel adds to the increasing beer sales in the European market. The off-trade channel consists of supermarkets/hypermarkets, online retail, and other mediums that have generated a major portion of beer sales in recent times. These segments are growing year after year at a faster pace, owing to the wide variety of options available to consumers. The added convenience and price gap in comparison to on-trade channels have added to the demand further. The organized shelves of supermarkets/hypermarkets aid consumer convenience in buying beer in the European region. The wide range of products available, coupled with well-informed staff, is adding value to the cause.

Moreover, people are more interested in consuming beer at home, which further adds to the surging sales through off-trade channels. The major players in the market are also catering to these channels to increase their sales. Customers are shifting the way they shop and prefer online channels more. Heineken boosted its investment in e-commerce with a focus on its Beerwulf, GLUP, and Drinkies platforms to adapt to these changing consumer behaviors. The momentum during on-trade closures and the successful sales of the Blade, a beer tap for home use and small retail establishments that provide high-quality draught beer in 8-litre brewery-fresh containers, have been key drivers of growth for Beerwulf.

#### Europe Beer Industry Overview

The European beer market is highly competitive, with the presence of global, regional, and local players. The market is fragmented, and the key players are focused on increasing their share in the beer market. Some of the major players in the European beer market are Asahi Group Holdings Ltd, Anheuser Busch InBev, Bitburger Brewery, Carlsberg Group, and Heineken NV, among others. Over the past few years, expanding presence in emerging economies has been one of the key market strategies for growth. The global and regional players in the market focus on understanding consumers' changing demands and creating products per their needs. Market players prefer product innovation and mergers and collaborations to expand their presence globally with a variety of products.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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