

North America Beer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2018 - 2029

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Report description:

The North America Beer Market size is estimated at USD 172.63 billion in 2024, and is expected to reach USD 214 billion by 2029, growing at a CAGR of 4.39% during the forecast period (2024-2029).

The wider availability of brands and products in the market and the continued strength of well-positioned brands have been the main drivers of growth in the beer market in North America. Also, the demand for premium quality light beer is expected to increase the market potential during the forecast period around North America. On the other hand, unstable government regulations in North America, especially the United States, significantly hampered the overall market studied. For instance, The US government imposed a 5% tariff on beer exported from Mexico, including Corona, Pacifico, and Modelo. It catered to higher beer prices in the nation depending upon the alcohol content, place of production, or container size, adversely hindering the market. Additionally, according to the government of Canada, the country now has more than 1,100 breweries.

The popularity of Canadian beer has increased alongside the growth of the craft brewing sector in Canada. Canada is known for producing some of the best barley in the world, as well as for its fresh water supply, clean air, hospitable economic climate, and stable political system. Additionally, the penetration of beer has been increasing across different regions of North America. According to the USDA, the Dutch beer drinkers are interested in trying new and intriguing craft beers. Owing to these factors the craft brewers have been planning to expand in the Netherlands which is a significant market for American craft beer which is in turn driving the beer market across the region during the current year.

North America Beer Market Trends

Growing Demand for Beer Across the United States

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Beer has gained popularity among a larger section of consumers in North America, especially among the younger generation. Furthermore, shifting consumer demand towards variety and taste for flavor has led to the inclusion of microbreweries into the craft beer industry as well. Macro-brewers choose product characteristics that appeal to as many consumers as possible, resulting in a more homogeneous and milder lager beer. According to the "Brewers Association", in 2021, sales of beer in the United States as a whole increased by 1% whereas, sales of beer by craft brewers increased by 8%, increasing their volume share of the market for beer to 13.1%. Craft beer accounts for approximately 27% of the USD 100 billion in the United States beer market (up from USD 94 billion in the previous year), with retail dollar sales up 21% to USD 26.8 billion. The sales of beer volume from packaged sales to bars and restaurants were the main sources of revenue during the current year. Moreover, the larger presence of higher income groups in the region not only stimulates an increase in demand for more expensive products but also encourages the demand for more variety, thus paving the way for the craft beer market expansion in the region.

Mexico Beer Market on the Surge

Mexico's beer market is moving ahead as there has been a significant increase in the demand for alcoholic beverages, especially beer. The beer consumption increase has led to the in-house manufacturing of beer in the country in the past few years. Notably, beer exports by Mexico have grown significantly in the last five years and are likely to grow more in the forecast period. Additionally, consumers in the country have become accustomed to partying and socializing culture. Younger generations are attracted to modern bars and nightclubs, resulting in a year-on-year increase in on-trade consumption of beer. In addition, the growing tourism sector in the country encourages sales of on-trade consumption.

North America Beer Industry Overview

The North American beer market is highly competitive. The key players in the North American beer market are Boston Beer Company, Heineken NV, Anheuser-Busch InBev, Constellation Brands, Inc., and Carlsberg Group. The key strategies the market players include acquiring domestic breweries to increase production and penetrate deeper into the region. Moreover, the further rise of craft beer is expected to be the main trend in the category over the forecast period and is forecasted to increase the market activity. Advanced distribution network and manufacturing expertise give an upper edge to the manufacturers to expand their range of products across the regions of North America.

Additional Benefits:

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

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