

## **Beer in the US**

Market Direction | 2024-06-12 | 34 pages | Euromonitor

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### **Report description:**

Total volume sales of beer in the US continued to decline in 2023. Bud Light, the long-reigning beer brand by volume in the US, saw a devastating loss in volumes in terms of actual sales and share in 2023, due to a pernicious culture war-driven boycott early in the year. Losses selectively impacted AB InBev's portfolio and continued to linger almost a year after initial consumer calls to shun Bud Light. While much has been posited of Constellation and its Modelo brand benefiting from this behaviou...

Euromonitor International's Beer in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Beer market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Beer in the US  
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### List Of Contents And Tables

#### BEER IN THE US

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

AB InBev struggles as historic category trends accelerate

Independent and acquired craft beer reconcile with maturity and ubiquity

Non alcoholic beer continues its ascent

##### PROSPECTS AND OPPORTUNITIES

THC beverages pose an existential threat to beer at all ABVs

On-trade recovery still at the whim of the changing occasions landscape

Variety, exploration, and consumer confidence pose a larger threat than sobriety

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1      Lager by Price Band 2023

Table 1      Number of Breweries 2018-2023

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2018-2023

Table 3 Sales of Beer by Category: Total Value 2018-2023

Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10      Sales of Beer by Craft vs Standard 2018-2023

Table 11      GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12      NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13      LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14      Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15      Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16      Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17      Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

##### ALCOHOLIC DRINKS IN THE US

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

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Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 18 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 27 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 28 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 29 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 4 Research Sources

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