

Hops Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

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Report description:

The global hops market was valued to reach a market size of USD 10.81 Billion in 2024. The industry is expected to grow at a CAGR of 6.30% during the forecast period of 2025-2034. The growing demand for craft beer and premium brews, along with the increasing trend toward healthier, low-alcohol, and non-alcoholic beverages, is driving the hops market, thus aiding the market growth to attain a valuation of USD 19.91 Billion by 2034.

Hops Market Overview

The global hops market is witnessing steady growth due to the increasing demand for craft beer, premium beverages, and innovative brewing techniques. The growing health-consciousness among consumers is driving the popularity of low-alcohol and non-alcoholic beers, thereby expanding the application scope of hops. Moreover, the increasing popularity of organic hops and sustainable farming practices is contributing to the hops market expansion, as consumers seek eco-friendly and chemical-free products.

The key players such as Yakima Chief Hops, BarthHaas and Hallertau are capitalizing on these trends by offering varieties of specialized hop varieties and expansions in their productions. These players invest in research and developments focused on improving yields' quality with new hop product developments that come to answer the arising consumer preferences. With strong demand in North America and Europe and growing markets in Asia-Pacific, the hops industry is poised for further expansion, particularly in emerging markets where craft beer consumption is rising.

Hops Market Growth

The global hops market is expanding owing to the increased popularity of craft beer and premium alcoholic beverages. As consumers seek unique flavors and high-quality brews, demand for diverse hop varieties increases, thus boosting the hops market

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growth. Additionally, the trend of health-conscious consumers choosing low-alcohol and non-alcoholic beers further fuels market growth. This shift toward healthier options has resulted in increased hops usage to create lighter, refreshing beverages that are more accessible to a wider consumer base and more market opportunities.

Key Trends and Developments

The hops market is driven by the craft beer boom, sustainability trends, growing non-alcoholic beer demand, and innovative brewing techniques, leading to increased demand for high-quality hops.

October 2024

John I. Haas Inc. launched Euphorics, a water-soluble flavor product, to craft brewers in Canada and South America, bringing botanical and hop-derived flavors to the beer.

July 2024

Yakima Chief Hops released HyperBoost, an oil-rich extract of hops used for dry-hopping and fermentation, bringing a high boost to beer aromas and yields. Available in multiple varieties, it's applicable to all common hop varieties.

October 2023

Clayton Hops developed products that are highly technologically advanced with fresh hop oils and thiol precursor powder; they intend to meet brewing needs for bolder flavors and improving efficiency.

October 2021

Hoplark has debuted a craft-brewed, sparkling water using hops in its product line of three flavors flavored with Mosaic, Sabro and Citra. Their product is gluten-free, vegan, and is alcohol-free.

Craft Beer Boom

The craft beer market is growing rapidly, with more small breweries experimenting with unique hop varieties. Consumers are more likely to try new beer flavors, which in turn increases demand for specialty hops. This increasing demand for craft beer is pushing the innovation in hop cultivation, thereby fueling market growth as brewers look for high-quality hops for distinctive flavor profiles, thus shaping trends in the hops market.

Sustainability Focus

As sustainability becomes the dominant in the food and beverage industry, more and more hops farmers are turning to organic and eco-friendly farming. Consumers are becoming more environmentally conscious and are looking for products that are sustainably sourced. This trend toward sustainable practices is driving hops growers to produce environmentally friendly varieties, thereby meeting market demand and driving overall market growth.

Non-Alcoholic Beer Demand

The demand for non-alcoholic and low-alcohol beers has increased with health-conscious consumers looking for alternatives to traditional alcoholic beverages. These beers depend on hops for flavor complexity and bitterness, thereby increasing the demand

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for high-quality hops. This trend opens new market opportunities and contributes to overall hops market growth by diversifying its applications, thereby improving the hops market revenue.

Innovative Brewing Techniques

Brewers are now using innovative techniques such as dry hopping, hop bursting, and cryo-hopping to extract enhanced flavors and aromas from hops. These techniques require high-quality hops and are driving demand for specialized hop varieties. As brewers experiment with new brewing techniques, they drive market expansion and encourage the development of unique hop strains.

Hops Market Opportunities

The hops market presents opportunities driven by an increasing demand for craft beers and non-alcoholic beverages. Innovations such as hop-infused sparkling waters and high oil hop extracts are gaining ground for customers conscious of their health.

Moreover, the growing interest in sustainable and eco-friendly products offers new platforms for suppliers of hops, thus offering opportunities for the hops market players. Emerging markets, particularly in Asia Pacific and Latin America, offer a significant growth opportunity as the beer industry expands and brewers look for more diverse hop profiles and efficient production methods.

Hops Market Trends

Trends in the Hops industry are health-conscious formulations, plant-based options, and sustainable practices. Two of the most innovative trends are functional Hops, containing added nutrients such as collagen or probiotics. These trends in the Hops market will attract wellness-focused consumers, and unique flavor pairings, such as savory or globally inspired varieties, and thus will also appeal to experimental consumers also. In addition, clean-label, sugar-free and organic options continue to grow in demand and, ultimately, become necessary for market players to be competitive and more attractive for modern consumers, along with eco-friendly packaging solutions and digital-first brand strategies.

Hops Market Restraints

Climate change and weather lead to uncertain hop yields, thereby affecting supply and pricing. High cultivation costs besides handpicking make it an expensive endeavor to produce. Market saturation in craft beer leads to fluctuating demand. Supply chain disruptions in global logistics prevent proper distribution, thus leading to significant hops market challenges. Regulatory pressures against pesticide utilization coupled with environmental issues challenge the farm. Low applications outside of brewing slow the diversification process. These factors collectively restrain the hops market's growth despite increasing interest in alternative uses like pharmaceuticals and cosmetics.

Hops Industry Segmentation

"Global Hops Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

By product type, the market is divided into:

- Chinook Hops
- Cascade Hops
- Amarillo Hops
- Centennial Hops

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- Others

On the basis of application, the industry can be categorised into:

- Alcoholic Beverage
- Medicinal Drugs
- Cosmetics
- Others

The regional markets can be divided into:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Hops Market Share

Market Analysis by Product Type

Hop varieties with unique flavor profiles are gaining popularity, and their demand in craft brewing is on the rise. As per hops market analysis, Chinook Hops are highly popular for their bold, spicy, and piney notes and are used widely in IPAs. Cascade Hops, which have a citrusy and floral aroma, remain the favorite for American Pale Ales. Amarillo Hops offer a distinct orange-citrus character, and their demand for hop-forward beers is on the rise. Centennial Hops, known as "Super Cascade," have balanced bitterness. Other specialty hops are designed for changing consumer taste and demands in beer styles.

By Application Analysis

Hops are widely gaining acceptance among different sectors. Among them, alcoholic beverages take the lead. This is because of the growth in craft beers and consumers' demand for novel flavors. As per hops industry analysis, medicinal drugs now take advantage of the natural sedatives and anti-inflammatory effects of hops. Hence their use in herbal remedies has been increased. Cosmetics use hops for their antioxidant and antibacterial properties in skincare and haircare products. Other applications, such as food flavoring and nutraceuticals, are growing as consumers seek natural ingredients, thus expanding the global hops market beyond brewing.

Hops Market Regional Insights

North America Hops Market Dynamics

The primary driver of hops demand in North America is the increasing popularity of craft beer. In North America, independent breweries have multiplied, focusing on different and innovative styles that require unique and high-quality hop varieties. Consumers' preference for bold, aromatic flavors further drives the demand for specialty hops.

Asia Pacific Hops Market Trends

In Asia-Pacific, urbanization and rising disposable income have increased the beer culture, especially in China, Japan, and India.

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The middle-class population is increasing and demanding premium and flavored beers, which compels breweries to include various hop varieties to enhance taste, aroma, and overall drinking experience.

Europe Hops Market Drivers

The importance of organic and sustainable brewing practices is a major factor that drives increased demand for hops in Europe. More breweries are sourcing locally grown, organic hops to embrace the stringent environmental regulations and customer desire for environmentally friendly, quality beers that enhance sustainability in brewing.

Latin America Hops Market Opportunities

The popularity of premium and craft beers is increasing demand for hops in Latin America. The rise in local microbreweries and consumer interest in diverse beer styles in countries such as Brazil, Mexico, and Argentina is forcing breweries to introduce new hop varieties for richer flavors and aromas.

Middle East and Africa Hops Market Outlook

The growing non-alcoholic beer market is a key driver of hops demand in the Middle East and Africa. With strict alcohol regulations in many countries, breweries are innovating with hop-infused non-alcoholic and malt-based beverages, catering to consumers seeking premium, flavorful alternatives without alcohol content.

Competitive Landscape

Hops market players focus on innovation, sustainability, and broadening product portfolios to serve higher demand for craft beer and premium brewing ingredients. Hops companies aspire to produce hop varieties of superior quality, disease resistance, processing improvement, and global supply chain strengthening to answer ever-changing consumer demand.

Sapporo Holdings Limited

Sapporo Holdings Limited is an international company dealing with beers, food and beverages, restaurants, and real estate. The company was founded in 1876, and it is headquartered in Tokyo, Japan. The company is widely known for its alcoholic and non-alcoholic beverages such as beer, wine, brandy, whiskey, soft drinks, juice, coffee, and tea.

Hopsteiner Group

Hopsteiner Group is one of the world's largest family-owned hop growing, breeding, processing, and supplier companies. They are focused on delivering a different variety of hops and hop products for brewers and other end-users. They have a wide variety of hops including Akoya, Calypso, Contessa, Lemondrop, Amarillo, and chinook, among many other varieties.

Kalsec Inc.

Kalsec Inc. is a pioneer company in the production of natural products and solutions. Their products are derived from natural herbs, vegetables, hops, and spices. They increasingly developing innovative products and solutions to meet the increasing demand in the food and beverage industry worldwide. Their products include food preservatives, food colours, spices and herb extracts, and advanced hops products. These products are supplied to different industries such as dairy, beer, beverages, pet food, and baked goods, among other industries.

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Yakima Chief Hops

Yakima Chief Hops, founded in the 1940s, is a 100% grower-owned global hop supplier headquartered in Yakima, Washington. It offers a broad portfolio of hop products, which include fresh hops, whole leaf hops, hop pellets, Cryo Hops[], American Noble Hops[], CO2 extract, organic hops, aged hops, and hop blends.

Other market players include Barthas GmbH & Co. KG, among others.

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