



US Beer Market Share, Trade & Research Report 2016-2020

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 (2011-2015).

PUNE, INDIA , December 13, 2016 /EINPresswire.com/ -- [US Beer Market](#)

In 2015, leading domestic lager brands were largely able to reverse the tides of volume declines. Renewed marketing pushes for pride in what their brands stand for and harking back to their longstanding heritage allowed brands like Miller Lite and Coors Light to resume total volume growth unseen in years and Budweiser to experience improve declines in 2015. Bud Light was the only beer in the top five that saw a total volume sales decline that was worse, albeit slightly, than it was in the previo...

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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 2020 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.

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Researcher 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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Strategic Direction

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