

with 5.97% CAGR, Premium Lager Market Size Expected to Worth USD by 2028

Premium Lager Market Size, Competitive Landscape and Market Forecast – 2028

PUNE, MAHARASHTRA, INDIA, August 18, 2022 /EINPresswire.com/ -- [Premium lager market](#) size is expected to grow at a compound annual rate of 5.97% in the forecast period 2021 to 2028. The easy accessibility and availability of premium lagers is the factor responsible for the growth of premium lager market in the forecast period of 2021 to 2028.



Premium lagers are progressively more preferred by consumers because of their taste, authenticity, brand story, visual identity and experience. These lagers are generally amber, dark and pale in color.

Lager is a type of beer conditioned at low temperatures. Lagers can be pale, amber, or dark. Pale lager is the most widely consumed and commercially available style of beer. Many premium lager vendors have gained high popularity among consumers because of their authentic taste. The adoption of the keg packaging and dispense format, especially by small producers, has been an important factor behind the increasing customer interest in the [premium craft lager](#) category.

The report covers all the major trends and drivers playing a vital role in the growth of the global market. The market has been segmented on the basis of region, product, and distribution channel.

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Market Scope:

Lagers are becoming more popular because of their expanding popularity in pubs, hotels, and cafeterias, among other places. As the global economy improves and customers' purchasing power grows, an increasing number of people will be able to afford a wide variety of goods and services. As a result, the global beverage population is increasing, contributing significantly to the beverage's current appeal within the business. Furthermore, technological developments in current production technology have enabled businesses to produce high-quality lagers. As a result, consumer habits for various products and services in developing countries such as China and India are likely to increase substantially during the forecast period.

Market Competitive Landscape:

The noteworthy companies in the lager market are:

Anheuser-Busch InBev
United Breweries Limited
Carlsberg A/S
Diageo Plc
Squatters Pubs and Craft Beers
Lakefront Brewery Inc
Anchor Brewing Co., LLC
Founders Hill Brewing Co., LLC
The Boston Beer Company
Sierra Nevada Brewing Company

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Market USP Covered:

Market Drivers:

Evolving customer knowledge of the product's health benefits will drive market expansion. Beer has a variety of proteins, vitamins, and natural antioxidants while being low in calories, carbs, fat, and cholesterol. These nutritional characteristics aid in preventing cardiovascular disease and the rehabilitation of muscles. Nowadays, the proliferation of smartphones and the expanding use of social media are enticing alcohol and non-alcoholic drink manufacturers and advertising media businesses to market their products on social media. Furthermore, due to shifting customer preferences for good beer, demand has skyrocketed in the past. Furthermore, advancements in brewing processing technologies, combined with the use of the best quality raw ingredients, have improved the overall attributes of the product.

Market Restraints:

The beer market is very competitive, and it is predicted to become more so during the forecast period. Because of their low alcohol level, beers are frequently swapped for vodka, bourbon, rum, and gin. Sports drinks and fizzy drinks are the main alternatives for beer, and they are also expected to harm market growth. The demand for non-alcoholic beverages is predicted to rise as consumers' health concerns grow, as does their demand for fewer alcoholic beverages.

Segments Covered in the Report

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2015 to 2025. For this study, Grand View Research has segmented the global premium lager market report based on the product, distribution channel, and region:

Product Outlook (Revenue, USD Billion, 2022 - 2028)

Conventional

Craft

Distribution Channel Outlook (Revenue, USD Billion, 2022 - 2028)

On-trade

Off-trade

Regional Outlook (Revenue, USD Billion, 2022 - 2028)

North America

The U.S.

Europe

Germany

K.

Asia Pacific

India

China

Japan

Central & South America

Middle East & Africa

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Comprehensive details on factors that will drive or challenge the growth of market players.

Product mapping in excel for the key products of all major market players

Deep Sector-Specific Intelligence

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Highlights of the competitive landscape

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