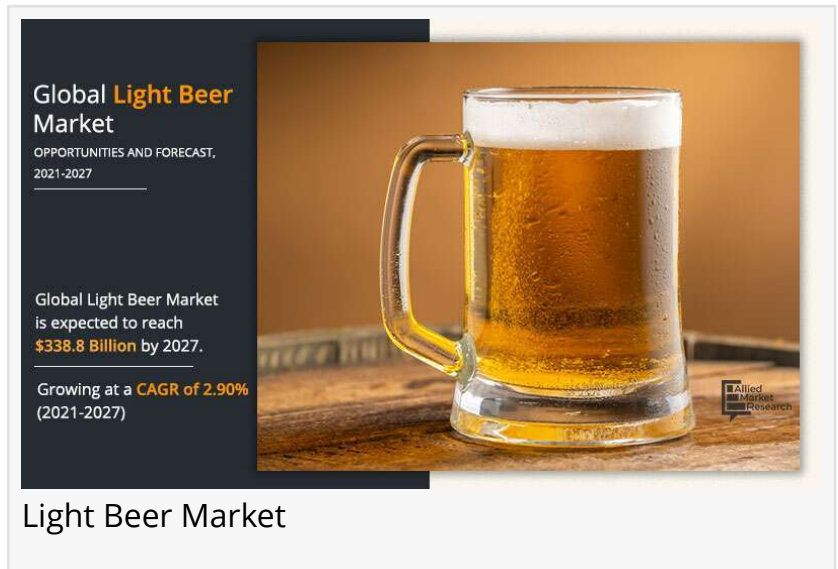


Light Beer Market Surges: Allied Market Research Forecasts \$338.8B by 2027.

Light Beer Market Set to Reach \$338.8B by 2027: New Report @allied_MR

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, April 24, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled "[Light Beer Market](#)" by Production, Package, and Distribution Channel: Opportunity Analysis and Industry Forecast, 2021–2027, the light beer market size was valued at \$285.3 billion in 2019 and is expected to garner \$338.8 billion by 2027, registering a CAGR of 2.9% from 2021 to 2027.



Light Beer Market

□□ □□□□□□ □□□□□□ □□□□ □□ □□□□ □□□□□□ <https://www.alliedmarketresearch.com/request-sample/A07574>

“

Allied Market Research predicts 2.9% CAGR for light beer market, driven by cultural shifts and urbanization, with craft breweries leading production.”

Allied Market Research

Beer is one of the most widely consumed alcoholic beverages in the world. Light beer market is prepared using malted cereals, hops, and water. Factors such as cultural changes and penetration of western culture have influenced consumers’ behavior and inclination toward light beer beverages. Light beer companies have recently introduced various flavors, targeting the female audience. Moreover, changing social lifestyle of the working class and growing disposable income, especially in developing Asian economies, have fueled market growth.

Increase in young population and number of female drinkers directly drive the beer market. Female drinking is being accepted socially, as a greater number of females are getting at par with men both socially and professionally. Increase in disposable income of people allows them to consume high-quality, premium beer and not just traditional beer and rum. The increase in the

number of restaurants and bars have resulted in greater consumption of these beverages, as people increasingly prefer on-premise drinking to off-premise drinking. Brewers and distributors across the globe strive to appeal millennials, who are known for their binge drinking habits.

Barriers to entry in this industry are high and steady. These restrictions include reduced costs and other high ongoing capital requirements, such as capital costs of manufacturing facilities and branding. Major companies have pre-existing agreements with distributors, which are heavily regulated and limited on a regional basis, severely limiting the exposure available to new players. In addition, shelf space is limited in retail outlets and major players produce a wide variety of products, which prevent many new players from placing their products in certain stores.

On the basis of production, the craft brewery segment accounted for the maximum light beer market share in 2019. This is attributed to increase in production volume of craft beer in America by 5% in the first two quarters of 2017, but it was slightly less than the growth achieved in the middle of 2016. According to the Chief Economist of the Brewers Association, the growth rate for small craft brewers has been estimated to be progressive in coming five years in the mature beer market. The number of craft breweries in the U.S. and Europe accounted for 86% of total craft breweries globally. This was mainly due to the growing consumer preference for craft beer.

On the basis of package, the pet bottle segment accounted for the maximum light beer market share in 2019. This is attributed to the fact that various beer manufacturers have started switching from glass bottles to PET packaging owing to its superior physical properties such as high design flexibility, lightweight, and recyclability. PET bottles are up to 86% lighter as compared to its glass counterpart, which is expected to significantly improve supply chain performance, thereby reducing packaging-related production cost. Moreover, PET bottles provide high impermeability to gases and, thus, provide high resistance to oxygen uptake and carbon dioxide loss, thereby providing a shelf life up to six months

□□ □□□ □□□□□□ □□□□□□□□□□□□ <https://www.alliedmarketresearch.com/request-for-customization/A07574>

On the basis of distribution channel, the hypermarkets and supermarkets segment accounted for the maximum light beer market share in 2019. This is attributed to the availability of a broad range of consumer goods under a single roof, ample parking space, and convenient operation timing. Moreover, increase in urbanization, rise in working-class population, and competitive pricing boost the popularity of hypermarkets in developed and developing regions.

□□□□□□ □□□□□□□: □□□□□□□□ □□□□□□□□ □□□□□□□□□□□□

Rapid urbanization and improved financial conditions in many countries worldwide have significantly boosted disposable incomes. Consequently, consumer preferences, particularly

among young, aspirational drinkers in developed economies like Europe and North America, are shifting towards modern and different beer varieties over traditional options like rum. There's a noticeable trend towards healthier alcoholic beverages, such as light beer, due to their lower calorie and alcohol content, reflecting an increasing inclination towards health-conscious choices.

Global Light Beer Market: On-premise distribution channels

The global light beer market is heavily driven by the expansion of on-premise distribution channels, including restaurants, cafes, discos, and bars. These venues offer a variety of beer options, including special cocktails containing light beer. With the rise in disposable income and evolving consumer preferences, there's been a notable surge in demand for on-premise consumption. The growing number of restaurants and bars further fuels this trend, as consumers increasingly prefer enjoying beverages in on-premise settings rather than opting for off-premise consumption.

Global Light Beer Market: Raw material prices

One significant restraint affecting the beer market is the volatility of raw material prices. The production of these beverages relies on crops, which are susceptible to price fluctuations due to factors like droughts and environmental issues. This volatility creates a supply-demand gap in the industry, leading to reduced production and increased product prices. Consequently, the growth of the market is hindered by these challenges associated with raw material pricing instability.

Global Light Beer Market: Honey-derived products

Innovations in honey-derived products present promising opportunities for the alcoholic beverage industry's future growth. Fermented honey-based drinks offer a natural and healthier alternative, driving consumer interest and market expansion. Various innovative products, such as sherry-type wines, fruit-honey wines, and different types of meads, are emerging in response to this trend. Manufacturers are launching these products in a range of flavors, utilizing different floral sources of honey, yeast strains, and additives. For instance, Anheuser-Busch's introduction of the natural light Naturdays Strawberry Lemonade beer in the U.S. market illustrates efforts to enhance market penetration and cater to evolving consumer preferences.

The outbreak of COVID-19 has severely impacted the global economies and has caused severe disruption in supply chain. Also, the lockdown imposed in various countries across the globe is hampering the production of light beer. Similarly, lockdown has disrupted the supply of end products to retail store, thus negatively impacting light beer market trends.

For more information, visit <https://www.alliedmarketresearch.com/connect-to-analyst/A07574>

methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa

Allied Market Research

+1 503-894-6022

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/706139192>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.