

# Home Beer Brewing Market | Exclusive Report on Growth Opportunities in the Industry 2030

*Increase in the youth population and average number of drinkers and change in consumer preferences drive growth of the global home beer brewing machine market*

WILMINGTON, DE, UNITED STATES, September 27, 2024 /EINPresswire.com/ -- The [home beer brewing machine market](#) serves hobbyists and craft beer enthusiasts who seek the convenience of brewing beer at



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*Allied Market Research*

home with minimal effort. These machines simplify the traditional brewing process, making it accessible to a wider audience by automating much of the work involved, from fermentation to bottling.

#### Market Size and Growth:

The global home beer brewing machine market generated \$19.1 million in 2020, and is estimated to reach \$25.4 million by 2030, witnessing a CAGR of 3.0% from 2021 to

2030.

Market growth is driven by rising consumer interest in craft beer, home-based hobbies, and technological innovations in brewing equipment.

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North America holds the largest share of the market, particularly in the U.S. where homebrewing has a well-established culture. Europe follows closely, while Asia-Pacific is emerging as a new growth area with increasing disposable incomes and interest in premium home beverages.

#### Key Segments:

##### By Product Type:

**Fully Automated Brewing Machines:** These machines handle every step of the brewing process, from mashing to fermentation, and often come with built-in Wi-Fi or Bluetooth for remote control and monitoring via mobile apps.

**Semi-Automated Brewing Machines:** Require user input at various stages of the brewing process, offering more flexibility for customization and hands-on brewing experience.

**Mini Brewing Kits:** Small, affordable brewing kits aimed at beginners that offer a more manual brewing process but are less expensive.

**By Capacity:**

**Small Capacity Machines:** Ideal for homebrewers making small batches (1-2 liters per brew). These are popular among hobbyists who want to experiment with various recipes without producing large volumes.

**Large Capacity Machines:** Designed for more serious homebrewers, these machines can brew larger batches (5 liters or more), catering to those looking to produce beer for larger gatherings or small-scale commercial use.

**By Technology:**

**Smart Brewing Systems:** Equipped with IoT (Internet of Things) connectivity, these machines can be controlled remotely via smartphone apps. They allow users to monitor temperature, fermentation progress, and adjust brewing parameters in real-time.

**Traditional Brewing Systems:** Focus more on the manual process of brewing with limited technological features. These systems often attract hobbyists who prefer a more hands-on experience.

**By Distribution Channel:**

**Online:** E-commerce platforms like Amazon, specialty homebrewing websites, and direct-to-consumer sales from manufacturers dominate the market.

**Offline:** Specialty retail stores, brewing supply shops, and large electronics/home appliance stores still play a role, particularly for consumers who prefer to see the machines in person before buying.

**Market Drivers:**

**Growing Popularity of Craft Beer:** The global rise in demand for craft beer has inspired many beer enthusiasts to try their hand at home brewing. This trend has been a major driver of the market as consumers look for more control over the ingredients and flavors of their beer.

**Innovation in Brewing Technology:** Advanced brewing machines that simplify the brewing process have made it easier for beginners to enter the home brewing hobby. Features like smart connectivity, automatic cleaning systems, and integrated recipes appeal to tech-savvy consumers.

**Rising Disposable Income:** Increasing consumer spending on leisure activities and premium home products, especially in developing regions, is contributing to the market's expansion.

**Home-Based Hobbies:** The growing interest in DIY activities and home-based hobbies, accelerated by the COVID-19 pandemic, has driven demand for home beer brewing machines.

**Key Trends:**

**Smart Brewing Systems:** Homebrewers are increasingly seeking smart machines that allow them to brew beer from their smartphones. Features such as automated alerts, recipe integration, and

real-time monitoring are becoming standard in high-end models.

**Customization and Craft Beer Experimentation:** Consumers are looking for greater customization in terms of recipes, ingredients, and brewing styles. Machines that offer pre-programmed recipes and customization options for advanced brewers are in high demand.

**Sustainability:** Eco-friendly brewing machines that use less water and energy are gaining attention as consumers become more environmentally conscious. Additionally, systems that allow for recycling or minimizing waste during the brewing process are becoming more popular.

**Compact, Space-Saving Designs:** As urbanization increases and more consumers live in smaller spaces, the demand for compact brewing machines is rising. Manufacturers are focusing on designing space-efficient models that fit easily into small kitchens or apartments.

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#### Challenges:

**High Initial Cost:** Home brewing machines, especially fully automated and smart models, tend to be expensive. This can be a barrier for price-sensitive consumers or beginners who may be hesitant to invest heavily in a new hobby.

**Complexity for Beginners:** Despite efforts to simplify the process, brewing beer at home can still be intimidating for beginners. Machines need to strike a balance between offering automation and keeping the process customizable for enthusiasts.

**Maintenance and Cleaning:** Brewing machines require regular cleaning and maintenance, which can deter some consumers, especially those who are new to the home brewing process.

#### Key Players:

Leading companies in the home beer brewing machine market include:

PicoBrew Inc.

Brewie

Grainfather

Speidel

MiniBrew

LG Electronics (with their craft beer brewing machine)

BeerDroid (by BrewArt)

#### Outlook:

The home beer brewing machine market is poised for continued growth as consumers seek greater customization and control over their beer. Technological advancements, particularly in smart brewing systems, will continue to drive innovation and attract tech-savvy beer enthusiasts. With rising disposable incomes and an increasing focus on home-based hobbies, the market is expected to expand, especially in emerging regions.

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