

# Lager Market Forecast to Reach USD 533,415.4 Million by 2035 Amid Rising Premiumization and Flavor Innovations | FMI

*The lager market is experiencing steady growth, driven by rising consumer preference for premium and craft beer varieties globally.*

NEWARK, DE, UNITED STATES, May 8, 2025 /EINPresswire.com/ -- The [lager market](#) is projected to be valued at USD 404,701.2 million in 2025 and is forecast to expand to USD 533,415.4 million by 2035, growing at a CAGR of 2.8% over the forecast period. Rising consumer interest in premium, craft, and flavored lagers is driving growth globally. In addition, rising disposable incomes, evolving lifestyles, and urbanization, especially in emerging economies such as China, India, and Mexico, are boosting lager consumption.



lager market

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The lager market is brewing bold growth, driven by rising global demand for crisp, refreshing flavors and innovative craft creations.”

*Nandini Roy Chaudhari*

Growing demand for premium beer varieties is expected to significantly propel the lager market over the coming years. Consumer preferences for new flavors, higher living standards, and the appeal of health benefits associated with moderate lager consumption—such as reducing risks of kidney stones, strokes, and heart attacks—are positive market factors. Despite competition from substitutes like whiskey, rum, vodka, and non-alcoholic alternatives such as energy and carbonated drinks, innovation and brand loyalty are expected to sustain market momentum.

Lager continues to dominate consumption across bars, restaurants, hotels, wine shops, nightclubs, supermarkets, and online retail platforms. Major players are introducing inventive flavors such as tequila, apple, blueberry, chocolate, and lemon to cater to evolving palates.

However, the rising popularity of alternative beverages presents a competitive challenge that brands must navigate strategically.

Global Market Insights Report: Future Market Insights - Global Beer Market - 2023-2030  
<https://www.futuremarketinsights.com/reports/sample/rep-gb-15513>

Global Market Insights Report: Future Market Insights - Global Beer Market - 2023-2030

The lager market has witnessed notable consolidation activities. Leading brewers like Anheuser-Busch InBev, Heineken NV, and Asahi Group Holdings have expanded their portfolios through strategic acquisitions of regional and craft breweries. Partnerships focused on sustainable brewing, premium product lines, and the expansion into low-alcohol and non-alcoholic categories are becoming increasingly common.

Global Market Insights Report: Future Market Insights - Global Beer Market - 2023-2030

One of the most significant trends reshaping the industry is the premiumization of lager brands. Modern consumers, especially millennials and Gen Z, are increasingly opting for premium and super-premium offerings that emphasize quality, authenticity, and unique taste experiences. Consequently, the specialty lager innovations impacting market share have gained prominence, with breweries introducing limited editions, artisanal brews, and flavor-infused options to cater to this evolving palate.

Premium lager demand trends in Europe are a prime example, where discerning consumers are willing to pay higher prices for craftsmanship and superior ingredients. Similar trends are mirrored across North America, further boosting revenues and elevating brand positioning strategies among market players.

Global Market Insights Report: Future Market Insights - Global Beer Market - 2023-2030

Craft brewing has become a game-changer within the lager segment. Craft lager market expansion is contributing to a diversified portfolio of products, making the industry more dynamic and consumer-focused. Lager brewing technology advancements such as small-batch brewing, sustainable practices, and experimental flavoring techniques are being widely adopted to meet this demand.

Moreover, the influence of the health and wellness movement has led to the introduction of low-calorie and low-alcohol lager market demand and forecast options, addressing the growing segment of health-conscious consumers. These lighter varieties offer moderate alcohol content without compromising on flavor, adding new dimensions to lager consumption trends.

Global Market Insights Report: Future Market Insights - Global Beer Market - 2023-2030

Looking ahead, changing consumer behavior in beer industry will continue to be the cornerstone of market evolution. Health trends, demand for transparency, social drinking culture, and digital engagement will shape how brands interact with their consumers.

Experts predict that global lager beer market size forecast 2025-2035 will see consistent growth, with innovation being the linchpin for success. Companies that invest in R&D, embrace sustainable practices, and offer diversified portfolios tailored to local tastes will emerge as industry leaders.

The lager market's future looks vibrant and full of potential, driven by dynamic consumer demands, technological advancements, and a robust ecosystem that supports creativity and authenticity.

Key Market Insights:

- The market is expected to grow at a CAGR of 2.8% from 2025 to 2035.
- Rising disposable income and urbanization in emerging economies are pivotal growth drivers.
- Premium and flavored lagers are experiencing heightened demand globally.
- Competition from spirits and non-alcoholic beverages may moderately restrain growth without continued product innovation.

Source: Future Market Insights - Global Lager Beer Market Size and Forecast

<https://www.futuremarketinsights.com/reports/lager-market>

Regional Market Analysis:

The global lager market is highly competitive, dominated by major players like Anheuser-Busch InBev, Heineken NV, Carlsberg Group, and Asahi Group Holdings, alongside a burgeoning landscape of regional craft brewers. Competitive strategies revolve around product innovation, mergers and acquisitions, sustainable practices, and targeted marketing campaigns aimed at the millennial and Gen Z demographics.

North America Market Overview:

United States

Lager remains the most consumed beer type in the U.S., with a surge in craft and light lagers. Innovative fermentation methods and use of local ingredients are fueling product diversity. Online sales channels and direct-to-consumer models are enhancing access across a broader demographic.

CAGR (2025 to 2035): 3.0%

United Kingdom

The UK lager market is driven by rising demand for premium, imported, alcohol-free, and low-ABV lagers. Growth in sustainable packaging and a consumer shift toward organic and gluten-

free lagers are reshaping the market.

CAGR (2025 to 2035): 2.6%

#### European Union

Germany, Belgium, and the Netherlands are leading growth with specialty, low-alcohol, and sustainable brewing practices. Innovation in fruity and aged lagers and a revival of heritage brewing traditions are key drivers.

CAGR (2025 to 2035): 2.9%

#### Japan

Japan's lager market thrives on demand for premium, ultra-dry, and non-alcoholic options. Precision brewing and AI analytics are setting new standards, while specialty beer festivals are broadening consumer tastes.

CAGR (2025 to 2035): 2.5%

#### South Korea

Growing interest in premium, imported, and seasonal lagers is fueling South Korea's market expansion. Local collaborations and craft beer innovations are creating diverse offerings, further strengthened by beer and food pairing experiences and subscription models.

CAGR (2025 to 2035): 3.1%

For more detailed insights, visit our industry analysis page:

<https://www.futuremarketinsights.com/industry-analysis/alcoholic-and-non-alcoholic-beverages>

Market Segmentation

#### By Variety:

- Pale
- Vienna
- Dark

#### By Product Type:

- Standard
- Premium
- Luxury

#### By Packaging Type:

- Glass
- Metal Can
- Others

#### By End Use:

- HoReCa
- Household Retail
- Others

By Sales Channel:

- B2B
- B2C

By Region:

- North America
- Latin America
- Western Europe
- Eastern Europe
- East Asia
- South Asia Pacific
- Middle East and Africa

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Beer Market: <https://www.futuremarketinsights.com/reports/beer-market>

Root Beer Market: <https://www.futuremarketinsights.com/reports/root-beer-market>

Ginger Beer Market: <https://www.futuremarketinsights.com/reports/ginger-beer-market>

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