

Beer Market - Industry Analysis and Forecast 2025-2032 Statistics, Dynamics, Segmentation by Material, Packaging

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MIAMI, FL, UNITED STATES, November 19, 2025 /EINPresswire.com/ -- The [Beer Market](#) was valued at USD 860.56 billion in 2024. The Global Beer Market size is estimated to grow at a CAGR of 4.2 % over the forecast period.

Beer Market Overview

The Beer Market is continuing to grow, driven by growing disposable incomes, changing consumer lifestyles, and an increased demand for craft beer, premium lagers and flavored brews, and options with low ABVs. Beer continues to be one of the most volume-consumed alcoholic beverages around the world, motivated by cultural traditions, social



Breweries create lasting value by putting sustainability into sourcing, production, and packaging. This substantial change is driving innovation and creating a more responsible and resilient beer. "

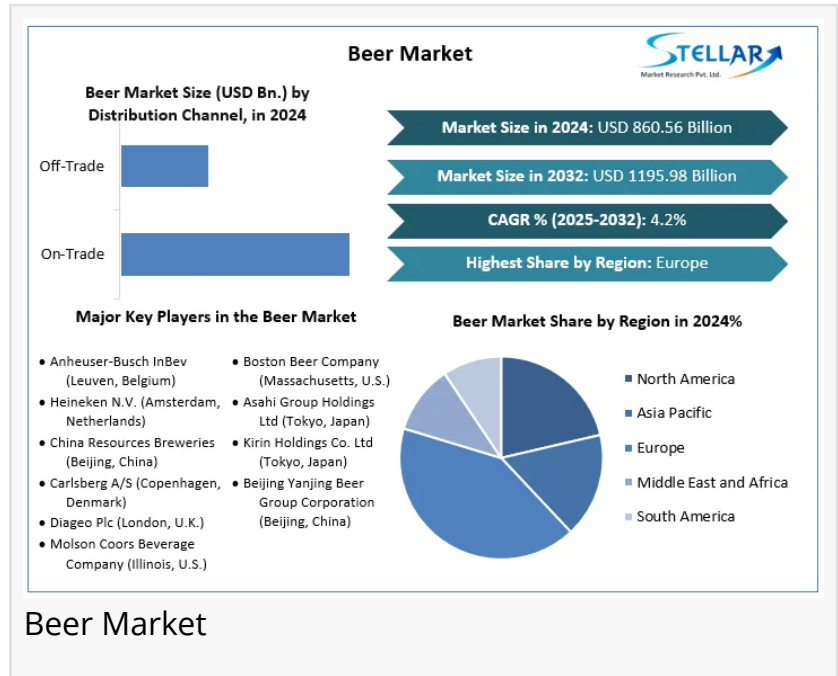
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gatherings, and the global support of brands. The competitive landscape for beer is being altered through flavor innovation, premiumization, and sustainability-led brewing practices. The overall market splits within the Type, Packaging, Distribution Channel, and Region to capture new opportunities and shifting consumer demands.

Beer Market Dynamics

Driver: Increasing Disposable Income & Premiumization: As disposable income rises in the Asia Pacific, South

America, and Africa, global beer consumption increases. Consumers are actively moving toward



premium lager, craft ales, and flavored beer, therefore accelerating market growth. In addition, global consumption rose to 189.05 million kilolitres, demonstrating this upward momentum.

Restraint: Tight Regulation & Advertising Ban: Governments in major markets, including India, China, and the U.K., restrict advertising and promotional activity for alcoholic beverages. With limited ability to market and promote, visibility of items in the category is deferred, which creates a ceiling to growth. Brands continue to pursue surrogate advertising and partnerships and pivot to digital advertising to avoid restrictions.

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Opportunity: Development of Craft Brewing & Unique Flavor: There is a proliferation of microbreweries across markets, including the Czech Republic, Mexico, Chile, and India, to reinforce a high-value opportunity. Consumers want a diverse range of flavors from lagers to coffee beers and seasonal products to low-alcohol alcohol. Consequently, businesses have developed portfolios that include various products, focusing on flavor development, and have partnered with local craft brewers or innovators. There are also sustainable brewing technologies and organic beer options that offer additional growth vectors.

Beer Market Segmentation Overview

By Material

Lager (45% share, 2024): With a 45% share due to its excellent refreshing taste, low yeast fermentation temperature, and premiumization trend, lager leads in share percentage.
Ale: With a 5.6% CAGR, used with the growing popularity of, along with a short fermentation cycle.
Stouts & Others: These options are growing in popularity among specialty and niche markets.
Target Consumers (e.g., millennials, etc.).

By Packaging

Glass Bottles (the most common packaging form): Re-purposed growth that is perceived as a more premium packaging type than a can, claims to preserve taste, and is recyclable.
Metal Cans: With rapid growth trends in the U.S., U.K., and Canada, channels that use UV

Global Beer Market Segment Covered	
By Material	Lager Ale Stouts Others
By Packaging	Glass Bottle Metal Can
By Distribution Channel	On-Trade Off-Trade
By Region	North America - United States, Canada, and Mexico Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and the Rest of Europe Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa South America – Brazil, Argentina, Rest of South America

Beer Market Segment

protection are now more popular than glass jars and are more convenient.

By Distribution Channel

Off-Trade (65% share): Supermarkets, winery retail, and liquor retail channels may become the pure cost-saving consumer consciousness option.

On-Trade: This channel should retain popularity post-COVID with the reopening of the bar and restaurant culture.

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Regional Insights

The global beer market displays considerable regional variation, with Europe holding the largest share at 39%, owing to a longstanding beer culture and extensive brewery and pub networks, along with strong demand for premium lagers. North America exhibits strong growth at a 10% CAGR as millennials continue to drink an increasing number of craft, microbrew, and premium beers. Asia Pacific shows rapid expansion, with a growing middle class in China, India, and Vietnam embracing westernized drinking habits. The Middle East & Africa show steady growth owing to urbanization as well as the gradual legalisation of craft beer production in some countries of the region. South America benefits from booming e-commerce, increased demand for canned beer, and young people drinking more.

Recent Development

January 2025 - Breweries Increase Craft Beer Production: Breweries worldwide are increasing production of craft beer to meet growing demand for bold flavors, seasonal offerings, and limited releases.

March 2025 - Premium Lager Sales Reach All-Time High: Sales of premium lager across Europe and North America reach record levels as millennials shift toward high-quality, low ABV lagers.

May 2025 - Sustainable Brewing Trending Worldwide: Breweries everywhere are switching to recyclable packaging, brewing using renewable sources of energy, and implementing more sustainable practices to reinforce sustainability initiatives.

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