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US Collection



# Beer: United States

November 2019



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# Table of Contents

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<b>1. Highlights</b>	<b>3</b>
<b>2. Market Environment</b>	<b>4</b>
Historical Trends	4
Key Economic Indicators	6
Trade	7
Beer Overview	9
Lager	9
Ale	9
Lager/Ale Hybrids	10
Non-Alcoholic Beers	10
Malternatives	10
Regulatory Factors	12
<b>3. Segmentation &amp; Forecasts</b>	<b>14</b>
Products	14
Metal Cans	16
Glass Bottles	18
Draft	19
Other Packaging Types	20
<b>4. Industry Structure</b>	<b>23</b>
Industry Characteristics	23
Market Share	25
AB InBev	26
Molson Coors	26
Constellation Brands	26
Boston Beer	27
<b>5. About This Report</b>	<b>28</b>
Scope	28
Sources	28
Industry Codes	29
Freedonia Methodology	29
Resources	31

# List of Tables & Figures

---

Figure 1   Key Trends in US Beer Demand, 2018 – 2023	3
Figure 2   US Beer Demand Trends, 2008 – 2018	4
Figure 3   US Beer Production Trends, 2008 – 2018 (mil gal)	5
Table 1   Key Indicators for US Beer Demand, 2008 – 2023	6
Figure 4   US Beer Trade, 2008 – 2018 (mil gal)	7
Table 2   US Beer Trade, 2008 – 2018 (mil gal)	7
Figure 5   US Beer Demand by Product, 2008 – 2023 (mil gal)	14
Table 3   US Beer Demand by Product, 2008 – 2023 (mil gal)	14
Figure 6   US Beer Production & Removals, 2008 – 2023 (mil gal)	15
Table 4   US Beer Production & Removals, 2008 – 2023 (mil gal)	15
Figure 7   Survey: Beer Consumption in the Past 30 Days by Age, 2019 (% of US Adult Population)	16
Figure 8   US Beer Demand by Product, 2008 – 2023 (%)	22
Figure 9   US Beer Shipment Concentration Ratios, 2008 – 2018	24
Figure 10   Estimated US Beer Market Share by Company, 2018 (%)	25
Table 5   Leading Suppliers to the US Beer Market by Brands	25
Table 6   NAICS & SIC Codes Related to Beer	29

# About This Report

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## Scope

This report forecasts to 2023 US beer demand, production, and removals in gallons. Total demand is segmented by packaging type in terms of:

- metal cans
- glass bottles
- draft
- other packaging types such as aluminum bottles, plastic bottles, and refill glass bottles

To illustrate historical trends, total demand, production, removals, and the various segments are provided in annual series from 2008 to 2018.

Removals encompass all beer removed from breweries for sale or consumption (including exports), as well as beer sold and consumed on brewery premises. Non-alcoholic beer and non-beer malt-based beverages – “malternatives” such as coolers, hard cider, and hard lemonade – are regarded as beer for the purposes of this report, as they share much in common with traditional beer production. Re-exports of beer are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Beer: United States* (FF10010) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

## About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | NAICS & SIC Codes Related to Beer

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
312120	Breweries	2082	Malt Beverages
327213	Glass Container Manufacturing	3221	Glass Containers
332431	Metal Can Manufacturing	3411	Metal Cans
332439	Other Metal Container Manufacturing	3499	Fabricated Metal Products, NEC
424810	Beer and Ale Merchant Wholesalers	5181	Beer and Ale Wholesalers

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

## About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Food & Beverage Packaging Innovation*

*Global Caps & Closures*

*Labels Markets in the US*

#### Freedonia Focus Reports

*Beverage Retail: United States*

*Beverages: United States*

*Canned Foods: United States*

*Fruit Beverages: United States*

*Global Cups & Lids*

*Packaging: United States*

*Packaging Machinery: United States*

*Pouches: United States*

*Soft Drinks: United States*

#### Freedonia Custom Research

### Trade Publications

*Beer Business Daily*

*Beverage Industry*

*Celebrator Beer News*

*Craft Beer & Brewing Magazine*

*Packaging Digest*

*The Full Pint*

### Agencies & Associations

Beer Institute

Brewers Association

National Alcohol Beverage Control Association

National Beer Wholesalers Association

United States Census Bureau

United States Department of Justice

Bureau of Alcohol, Tobacco, Firearms, and Explosives

United States Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau

United States Food and Drug Administration

United States International Trade Commission