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Beer: United States

August 2017



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Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	6
Trade	7
Alcoholic Beverages Overview	9
Beer Overview	11
Lager	11
Ale	11
Lager/Ale Hybrids	12
Non-Alcoholic Beers	12
Malternatives	12
Regulatory Factors	14
3. Segmentation & Forecasts	15
Products	15
Metal Cans	17
Glass Bottles	18
Draft	19
Other Packaging Types	21
4. Industry Structure	23
Industry Characteristics	23
Market Leaders	25
Anheuser-Busch InBev	25
MillerCoors	26
The Boston Beer Company	26
5. About This Report	27
Scope & Method	27
Sources	28
Industry Codes	28
Resources	29

List of Tables & Figures

Figure 1 Key Trends in US Beer Demand, 2016-2021	3
Figure 2 US Beer Demand Trends, 2006-2016	4
Table 1 Key Indicators for US Beer Demand; 2006, 2011, 2016, 2021	6
Figure 3 US Beer Trade, 2006-2016 (mil gal)	7
Table 2 US Beer Trade, 2006-2016 (mil gal)	7
Figure 4 US Alcoholic Beverage Production by Product, 2016 (%)	9
Figure 5 US Beer Demand by Packaging Type; 2006-2016, 2021 (mil gal)	15
Table 3 US Beer Demand by Packaging Type; 2006-2016, 2021 (mil gal)	15
Figure 6 US Beer Production & Removals; 2006-2016, 2021 (mil gal)	16
Table 4 US Beer Production & Removals; 2006-2016, 2021 (mil gal)	16
Figure 7 US Beer Demand by Packaging Type; 2006-2016, 2021 (%)	22
Figure 8 US Beer Industry Shipment Value Concentration; 2002, 2007, 2012 (%)	24
Table 5 Leading Suppliers to the US Beer Market by Brands	25
Table 6 Industry Codes Related to Beer	28

About This Report

Scope & Method

This report forecasts US beer demand, production, and removals in gallons to 2021. 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.

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.

Total US alcoholic beverage production for 2016 is segmented by product as follows:

- beer
- wine
- distilled spirits
- other alcoholic beverages such as hard cider and most non-beer malt-based beverages.

To illustrate historical trends, total demand, production, removals, and the various segments are provided in annual series from 2006 to 2016.

This report 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.

About This Report

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- 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.

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 | Industry Codes Related to Beer

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
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

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Resources

The Freedonia Group

Freedonia Industry Studies

Food & Beverage Hydrocolloids Market, May 2017

Cups & Lids, August 2016

World Wine Packaging, July 2016

Freedonia Focus Reports

Aluminum: United States

Beverages: United States

Cups & Lids: United States

Distilled Spirits: United States

Recovered Glass: United States

Recovered Metals: United States

Restaurants & Foodservice: United States

Tobacco Products: United States

Wine: United States

Freedonia Custom Research

Trade Publications

Beverage Industry

Beverage World

CraftCans

Draft

Packaging Digest

Agencies & Associations

Beer Institute

Brewers Association

National Alcohol Beverage Control Association

National Beer Wholesalers Association

United Nations Commodity Trade Statistics Database

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