

Beer - US - December 2013

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“The biggest threat to beer brands is the likelihood that drinkers will opt for wine or spirits instead of beer. Beer brands with a challenge to attract drinkers who may otherwise select a different type of alcohol. Doing so will, in part, entail taking a few pages from wine and liquor marketers to better appeal to the most likely wine and spirit drinkers: younger consumers.”
 – John N. Frank, Category Manager, Food & Drink

This report looks at the following areas:

- Can beer brands win over young drinkers opting for wine and liquor?
- How can premium brands capture the momentum of craft brands?
- Is the craft beer segment a bubble headed for a pop?

The US beer market faces slow volume sales growth and only moderate dollar sales growth in 2013, flattened by competition from wine and liquor brands and a post-recession slow economy. Although an entire generation of enthusiastic drinkers—Millennials—is on the cusp of drinking age, other large demographics—Boomers and seniors—are growing older and decreasing their drinking frequency and volume. This report focuses on these factors, as well as the following:

- how age, gender, race, and household income help drive sales
- the negative impact of the health implications of alcohol, including obesity
- the dominance of domestic beer over imported
- how craft beer is influencing ingredients, brewing, and marketing of other types of beer
- how off-premise sales far outweigh on-premise sales
- marketing strategies of major beer brands

This report also features analysis of Mintel's exclusive consumer research, including changes in drinking consumption, reasons for drinking less, important factors in beer selection, attitudes and behaviors surrounding beer, and how race/Hispanic origin impact the market. This report also features analysis of the Simmons Consumer Studies, with attention to consumption of various types of beer, consumption frequency, and brand usage.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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