

Craft Beer - US - October 2015

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"As beer sales stagnate, craft is a small bright spot preventing a loss of share to wine and spirits. Mintel estimates craft growth in 2015, and continued growth through 2020, though at a slowing rate."

This report looks at the following areas:

- Sales of craft beer projected to grow in 2015
- Craft beer consumption small, but growing
- "Small" appears as a key association with craft beer

The slowdown will come from consumers turning to an expanding range of alcohol options; market saturation confronting a finite number of drinking occasions; craft-style launches from larger brewers; and craft acquisitions by larger beverage companies, which effectively forfeit craft categorization due to industry definitions. Preserving performance requires expanding the consumer base.

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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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