

Beer - US - January 2016

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The US beer category is currently experiencing a major overhaul. While little movement is evident in terms of the overall performance of the category, there are significant shifts happening within. Dollar sales of beer are expected to grow a moderate 4% in 2015, amounting to overall gains of 21% since 2010.

This report looks at the following areas:

- Volume sales of beer declined 2% from 2010-15
- Light beer maintains largest share, but slipping
- Leading domestic brands stall

Volume sales have declined since 2010, pointing at a shift toward premiumization and the rise of craft beer. The super premium/premium, imported, and craft segments have shown growth during the period, with higher price points contributing to dollar sales increases. The total number of US breweries reached a record level in 2015, pointing to growth. Mergers and acquisitions abound and AB InBev's acquisition of SABMiller looks set to instigate significant further changes in the coming years. Mintel forecasts the category will continue to post steady gains through 2020.

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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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