

Beer and Craft Beer - US - October 2017

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"Beer has avoided dollar declines, despite volume decreases, due to pricier craft, imported, and premium offerings. Category shifts may be stunting prices. Import activity favors affordable Mexican beer, and craft acquisitions by larger companies may lower costs. While beer remains the most popular alcoholic beverage, more beer drinkers reduced consumption in 2017."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Dollar sales of beer slow
- A quarter of beer drinkers are drinking less than they were last year
- Leading light beer segment experiences sharp declines, craft slows

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Dollar sales of beer slow

Figure 1: Total US sales and fan chart forecast of beer, at current prices, 2012-22

A quarter of beer drinkers are drinking less than they were last year

Figure 2: Change in beer consumption, August 2017

Leading light beer segment experiences sharp declines, craft slows

Figure 3: Total US volume sales of beer, by segment, 2012-20 (fore)

The opportunities

Flavored launches grow

Figure 4: Beer launches, by leading flavors, 2012-17*

Company size does not play a huge role in perception of quality

Figure 5: Beer statements – Ownership, August 2017

A quarter of beer drinkers take pride in trying different kinds of beer

Figure 6: Beer statements – Identification, August 2017

What it means

The Market – What You Need to Know

Beer sales slow

Light beer continues to lead volume sales, but sees declines

Craft continues to grow, but at a slower pace

Beer continues to lead alcohol consumption

Category struggles with poor perception of taste

Market Size and Forecast

Dollar sales of beer slow

Figure 7: Total US sales and fan chart forecast of beer, at current prices, 2012-22

Figure 8: Total US sales and forecast of beer, at current prices, 2012-22

Figure 9: Total US sales and forecast of beer, at inflation-adjusted prices, 2012-22

Figure 10: Total US volume sales and forecast of beer, 2012-22

Figure 11: Total US volume sales and forecast of beer, 2012-22

Market Breakdown

Light beer continues to lead volume sales of beer, but sees declines

Volume sales of imported beer grow by a third from 2012-17

Super-premium/premium segment sees declines

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Craft continues to grow, but at a slower pace

Volume sales in the popular beer segment decline by 16% from 2012-17

Figure 12: Share of volume sales of beer, by segment, 2017 (est)

Figure 13: Total US volume sales of beer, by segment, 2012-20 (fore)

Success of hard cider sours

Figure 14: US volume sales of hard cider, 2012-16

Market Perspective

Volume sales of alcohol outpace sales of beer

Figure 15: Total US volume sales of beverage alcohol 2012-16

Figure 16: Total US volume sales of beverage alcohol 2012-16

Vast majority of alcohol consumption is off-premise

Figure 17: US volume sales of beverage alcohol, by channel, 2012-16

Figure 18: US volume sales of beverage alcohol, by channel, 2012-16

Figure 19: US volume sales of beer and FMBs, by channel, 2012 and 2016

Figure 20: US volume sales of beer and FMBs, by channel, 2012-16

Beer continues to lead alcohol consumption

Figure 21: Alcohol consumption, August 2017

The majority of drinkers drink 2-5 drink types

Figure 22: Repertoire of alcohol consumption – Any drink, August 2017

45% of respondents who only drink one type of alcohol drink beer

Figure 23: Repertoire of alcohol consumption – Any drink, by 1 type consumed, August 2017

Beer still leads as the easy option

Figure 24: Correspondence analysis – Perceptions of alcoholic drink types, August 2017

Figure 25: Perceptions of alcoholic drink types, August 2017

Beer has a strong association with refreshment...

Figure 26: Attitudes toward beer, March 2017

...but struggles with poor perception of taste

Craft beer performs slightly better in terms of flavor

Figure 27: Attitudes toward craft beer, March 2017

Market Factors

As acquisitions continue, the craft industry doubles down on the divide

42% of US adults are currently trying to lose weight

Key Players – What You Need to Know

A-B InBev commands largest share of MULO sales

Constellation sees strong gains at MULO

Flavored launches grow

Cans gain ground on bottles

Company and Brand Sales of Beer

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A-B InBev commands largest share of MULO sales

Sales of beer by company

Figure 28: Share of beer sales, by company, 52 weeks ending Jul 9, 2017

Figure 29: MULO sales of beer and craft beer, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Imported beer sees strong growth

Figure 30: MULO sales of domestic and imported beer/ale, by leading companies and brands, rolling 52 weeks 2016 and 2017

Flavored launches grow

Figure 31: Beer launches, by leading flavors, 2012-17*

Figure 32: Cider launches, by leading flavors, 2012-17*

Cans continue to see strong growth

Figure 33: Beer launches, by pack type, 2012-17*

In their words

What's Struggling?

MULO sales of cider decline by 7%

Figure 34: MULO sales of alcoholic cider, by leading companies and brands, rolling 52 weeks 2016 and 2017

Lager menuings lose share to IPAs and bold flavor beers

Figure 35: Leading beer styles featured on restaurant menus, Q2 2016-Q2 2017

What's Next?

IPAs have opened the door for a wider focus on hops

Unfiltered/unpasteurized beer could convey natural cues

Sours hit a sweet spot

Encouraging the use of beer in cocktails

The Consumer – What You Need to Know

61% of beer drinkers are men

A quarter of beer drinkers are drinking less than they were last year

Half of beer drinkers drink craft offerings

Brand is the leading factor in beer choice

Company size does not play a huge role in perception of quality

Who's Drinking Beer?

61% of beer drinkers are men

Figure 36: Share of alcohol consumption, by gender, August 2017

50% of beer drinkers are between the ages of 22-44

Figure 37: Share of alcohol consumption, by age, August 2017

A strong perception of affordability allows beer to appeal to lower earning HHS

Figure 38: Share of alcohol consumption, by HH income, August 2017

Change in Beer Consumption

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A quarter of beer drinkers are drinking less than they were last year

Figure 39: Change in beer consumption, August 2017

Highest percentage of consumers looking to reduce calories

Figure 40: Reasons for drinking less beer, August 2017

Craft and flavored options help grow beer consumption

Figure 41: Reasons for drinking more beer, August 2017

Types of Beer Consumed

Domestic v. import

A slightly higher percentage of consumers drink domestic beer

Figure 42: Types of beer consumed – Domestic v. imported, August 2017

Hispanics are more likely than non-Hispanics to drink imports

Figure 43: Types of beer consumed – Domestic v. imported, by Hispanic origin, August 2017

Craft

Half of beer drinkers drink craft beer

Figure 44: Types of beer consumed – Craft, August 2017

Three quarters of “true craft” drinkers also drink “craft-style” beer

Figure 45: Types of beer consumed – Craft, by types of beer consumed, August 2017

Younger drinkers open to craft-style options

Figure 46: Types of beer consumed – Craft, by age, August 2017

Other attributes

Less than a third of beer drinkers are drinking light beer

Figure 47: Types of beer consumed – Other attributes, August 2017

Women are strong targets for flavored beer

Figure 48: Types of beer consumed – Other attributes, by gender, August 2017

Flavored options find strong appeal among younger drinkers

Figure 49: Types of beer consumed – Other attributes, by age, August 2017

Important Factors When Choosing a Beer

Brand is the leading factor in beer choice

Figure 50: Important factors when choosing a beer, August 2017

Three quarters of “true craft” drinkers are driven by style

Figure 51: Important factors when choosing a beer, by craft consumption, August 2017

Younger consumers are driven by low price, open to suggestions

Figure 52: Share of beer purchase, by age, Spring 2017

Figure 53: Important factors when choosing a beer, by age, August 2017

Lower income earners are strongly driven by price

Figure 54: Share of beer purchase, by HH income, Spring 2017

Figure 55: Important factors when choosing a beer, by HH income, August 2017

Beer Statements

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Company size does not play a huge role in perception of quality

Figure 56: Beer statements – Ownership, August 2017

In their words

Brand plays a slightly larger role in identification than style

Beer drinkers exhibit some brand loyalty

Figure 57: Beer consumption, by beer consumption, Spring 2017

Figure 58: Beer statements – Identification, August 2017

“True craft” drinkers have high opinions of small brand, but don’t begrudge large companies

Figure 59: Beer statements – Ownership, August 2017

Product trial resonates with craft drinkers; style also finds appeal

Figure 60: Beer statements – Identification, by craft beer consumption, August 2017

35% of 25-34s take pride in product trial

Figure 61: Beer statements – Identification, by age, August 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 62: Total US volume sales of light beer, 2012-22

Figure 63: Total US volume sales of super-premium and premium beer, 2012-22

Figure 64: Total US volume sales of imported beer, 2012-22

Figure 65: Total US volume sales of craft beer, 2012-22

Figure 66: Total US volume sales of popular beer, 2012-22

Figure 67: Total US volume sales of ice beer, 2012-22

Figure 68: Total US volume sales of malt liquor, 2012-22

Figure 69: US volume sales of domestic beer, by form, 2012-16

Appendix – Key Players

Figure 70: Sales of beer, by company, 2016 and 2017

Figure 71: US volume sales of hard cider, 2012-16

Figure 72: Leading beer styles featured on restaurant menus, Q2 2016-Q2 2017

Figure 73: Beer launches, by leading claims, 2012-17*

Figure 74: Cider launches, by leading claims, 2012-17*

Figure 75: Beer launches, by leading flavors, 2012-17*

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Figure 76: Cider launches, by leading flavors, 2012-17*

Figure 77: Beer launches, by pack type, 2012-17*

Figure 78: Cider launches, by pack type, 2012-17*

Appendix – The Consumer

Figure 79: Regular domestic beer consumption (not light/low-calorie), 2013-17

Figure 80: Brands of regular domestic beer (not light/low-calorie) consumed, 2013-17

Figure 81: Imported beer consumption, 2013-17

Figure 82: Types of imported beer consumed, 2013-17

Figure 83: Brands of imported beer consumed, 2013-17

Figure 84: Craft/microbrewed beer consumption, 2013-17

Figure 85: Brands of craft/microbrewed beer consumed, 2013-17

Figure 86: Malt liquor consumption, 2013-17

Figure 87: Brands of hard cider/craft cider consumed, 2016-17

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