Beer and Craft Beer - US - October 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Dollar sales of beer, craft beer, and cider are estimated to reach $112 billion in 2018, up 1.1% over 2017 totals. Dollar sales of beer will level, with very small year-over-year gains projected through 2023. Volume sales are declining at a higher rate (with an estimated dip of just under 1% in 2018), due to a higher percentage of consumers reducing beer consumption than report drinking more."

Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- **Dollar sales growth of beer, craft beer, and alcoholic cider slows**
- **A quarter of beer drinkers have reduced consumption**
- **Expanding legalization of recreational cannabis can challenge beer**

Leading reasons for reduction include personal health improvement and drinking less alcohol in general. Larger dollar declines are prevented by the growth in higher price point segments, including craft and imported beer.

DID YOU KNOW?

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

Beer and Craft Beer - US - October 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents