"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.
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- Cider seeing strong growth at MULO
- Cans surpass bottles among 2018 launches
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- A-B InBev continues to lead MULO sales in the category
- Cans surpass bottles among 2018 launches
- Light Lagers continue to lead, but lose share to IPAs
- Lower alcohol options can appeal to consumers’ desire for moderation

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Citrus flavors lead among flavored beer launches

Milkshake IPAs put the focus on mouthfeel
Botanical flavors extend food and drink ingredient trends to beer
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