

## Craft Beer - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The leading purchase driver among craft beer drinkers is style, pointing to a more discerning consumer base. This focus on style and flavor is a major element that differentiates a craft beer drinker from the rest. This presents vast opportunity for product trial, which will keep the market interesting in future.”  
 – Beth Bloom, Food and Drink Analyst

### This report looks at the following areas:

- How does a craft beer drinker differ from a mainstream beer drinker?
- How can craft brands gain on large manufacturers?
- Can the craft beer market continue to grow?

Craft beer refers to artisan-style beers, typically associated with small, independent local or regional brewers. The styles and positioning characterized by craft beer also have been acquired and/or adopted by larger brewing corporations including Anheuser-Busch InBev and MillerCoors, which Mintel has included in the overall market size, and segmented out as “craft-style” beer.

Mintel estimates sales of craft beer will reach double that of five years ago. Year-over-year growth has been consistent and strong in the category, due to an improving economy, an engaged consumer base, the expansion of offerings, and product innovation that appeals to consumer interest in flavor and variety.

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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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Issue

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Issue

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Issue

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Trend: Let's Make A Deal

## Market Size and Forecast

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Flavor familiarity and influence of friends impact product choice

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