

Beer - US - January 2015

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

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"While beer is still a significant part of consumers' drinking repertoire, Big beer needs to embrace the full food/drink expectations and behaviors of their key Millennial audience.."

– Amy Kraushaar, US Category Manager Food and Drink, Foodservice

This report looks at the following areas:

- Should big beer become more transparent?
- Should big beer target Millennials via the beer-food connection?
- Is beer's demise as bad as it sounds?

Roughly half of adults drink beer, and this figure hasn't changed much in five years. But since 2009 "big beer's" giants, including Anheuser-Busch InBev and MillerCoors, have seen fortunes decline further, especially with their core light and domestic beer business. While companies have exploited their premium and craft beer offerings to some success, today's consumers, especially Millennials, are also gravitating toward wine and spirits.

Today's beer consumers crave greater label transparency (ingredient disclosure), flavor/type innovation beyond basic lager, and more resealable packaging options. The near-\$100 billion beer market must listen and adapt to slow declines or risk more of the same, or worse, in the next five years.

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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

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations

Executive Summary

The \$97 billion beer market's volume shrinks further

Figure 1: Total US retail sales and forecast of beer, at current prices, 2009-19

Market drivers

Companies, Brands, and Innovation

Figure 2: MULO sales (\$ millions) of beer and cider, by leading companies, 52 weeks ending Oct. 6, 2013 and Oct. 5, 2014

The consumer

Figure 3: Beer consumption by type, September 2014

Figure 4: Attributes that may increase domestic/imported beer usage, September 2014

Figure 5: Beer consumption attitudes (consumption and flavor), September 2014

What we think

Issues and Insights

Should big beer become more transparent?

Issues

Insights

Should big beer target Millennials via the beer-food connection?

Issue

Insight

Is beer's demise as bad as it sounds?

Issue

Insight

Figure 6: Alcoholic beverage purchases, by generations – any consumption, February 2014

Figure 7: Trended alcohol consumption (# of drinks), by type, April 2009-June 2014

Trend Application

Trend: Non-Standard Society

Trend: The Real Thing

Trend: Experience Is All

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Market Drivers

Key points

Improving economy may lead to shifts with off- and on-premise consumption

Figure 8: Unemployment and underemployment rates, January 2011-November 2014*

Figure 9: Disposable personal income, January 2011-October 2014*

Figure 10: Consumer confidence, January 2012-November 2014*

Estimated Hispanic population growth could slow beer's decline a bit

Market Size and Forecast

Key points

Beer volumes down, dollar sales incrementally increase

Figure 11: Total US retail sales and forecast of beer, at current prices, 2009-19

Figure 12: US volume sales and forecast of beer, 2009-18

Figure 13: Total US retail sales and forecast of beer, at current prices, 2009-19

Figure 14: Total US retail sales and forecast of beer, at inflation-adjusted prices, 2009-19

Segment Performance

Key points

Imports and craft brands bright spots in a declining market

Figure 15: US volume sales of beer, by type, 2009, 2014, 2018

Figure 16: US volume sales of light beer, 2009-18

Figure 17: US volume sales of super-premium and premium beer, 2009-18

Figure 18: US volume sales of imported beer, 2009-18

Figure 19: US volume sales of craft beer, 2009-18

Figure 20: US volume sales of popular beer, 2009-18

Figure 21: US volume sales of ice beer, 2009-18

Figure 22: US volume sales of malt liquor beer, 2009-18

Hard cider rapidly gaining ground

Figure 23: US volume sales of hard cider, 2010-14

Sales Channels

Key points

Off-premise beer consumption gains some ground during 2009-14

Figure 24: US volume sales of beer, by channel, 2009-14

Craft/premium beer's star is rising in retail, but big beer is getting lost in the shuffle

Leading Companies and Brand Analysis

Key points

Two giants losing market share

AB-InBev

MillerCoors

Constellation Brands Inc.

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Heineken USA Inc.

Boston Beer Co.

Other brands and cider

Figure 25: MULO sales of beer and cider, by leading companies, 52 weeks ending Oct. 6, 2013 and Oct. 5, 2014

Figure 26: MULO sales of beer, by leading companies, 52 weeks ending Oct. 6, 2013 and Oct. 5, 2014

Figure 27: MULO sales of cider, by leading companies, 52 weeks ending Oct. 6, 2013 and Oct. 5, 2014

Innovations and Innovators

Key points

Craft brands driving innovation numbers in recent years

Figure 28: Beer launches, by leading companies, 2010-14*

Figure 29: Beer launches, by top 10 claims, 2010-14*

Figure 30: Beer launches, by top launch types and packaging, 2010-14*

Middle ground between basic lager and craft flavors bears examination

Other recent innovations and marketing of note

Budweiser centers on younger adults with a host of advertising angles

Figure 31: Budweiser Global Be(er) Responsible Day: "Friends Are Waiting" TV ad, September 2014

Miller Fortune targets "middle premiums"

Figure 32: Better (Miller Fortune) TV ad, March 2014

Social Media

Key findings

Market overview

Key social media metrics

Figure 33: Key social media metrics, December 2014

Brand usage and awareness

Figure 34: Brand usage and awareness for select beer brands, Oct. 2014

Interactions with beer brands

Figure 35: Interaction levels for select beer brands, Oct. 2014

Leading online campaigns

Sporting events

Lifestyle marketing

What we think

Online conversations

Figure 36: Online mentions for select beer brands, by week, Dec. 22, 2013-Dec. 21, 2014

Where are people talking about beer online?

Figure 37: Online mentions for select beer brands, by week, Dec. 22, 2013-Dec. 21, 2014

What are people talking about online?

Figure 38: Topics of conversation for select beer brands, Dec. 22, 2013-Dec. 21, 2014

Beer Consumption by Type

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Key points

Beer usage continues to favor men

Figure 39: Beer consumption by type, by gender, September 2014

Youthful drinkers are still core beer drinking group

Figure 40: Beer consumption by type, by age, September 2014

Affluents lead the pack with beer consumption

Figure 41: Beer consumption by type, by household income, September 2014

Beer usage by volume and type

Figure 42: Trended beer consumption, by type, April 2009-June 2014

Figure 43: Trended beer consumption frequency (mean # of drinks), by type, April 2009-June 2014

Men continue downing considerably more beer than women

Figure 44: Beer consumption frequency (mean # of drinks), by type, by gender, April-June 2014

Despite market concerns, 21-34s are heaviest beer drinkers

Figure 45: Beer consumption frequency (mean # of drinks), by type, by age, April-June 2014

Why consumers haven't recently tried mass-craft beer

Figure 46: Why consumers haven't recently tried mass-craft beer, by gender, September 2014

Figure 47: Why consumers haven't recently tried mass-craft beer, by age, September 2014

Figure 48: Why consumers haven't recently tried mass-craft beer, by household income, September 2014

Interest in Beer Types and Packaging

Key points

Seasonal, fruit-flavored, and beer-based cocktails have appeal

Figure 49: Interest in types and packaging, September 2014

Women want beer-based cocktails; men find higher ABV appealing

Figure 50: Interest in types and packaging, by gender, September 2014

Adults 22-44 have tried, find more innovative beer types appealing

Figure 51: Interest in types and packaging, by age, September 2014

Higher-income consumers have tried more beer types

Figure 52: Interest in types and packaging, by household income, September 2014

Packaging concepts with functional benefits win

Figure 53: Interest in types and packaging, by gender, September 2014

Mature adults less interested in new beer concepts

Figure 54: Interest in types and packaging, by age, September 2014

Brand trumps flavor in 45+ purchase decision

Figure 55: What matters with beer purchases, by age, September 2014

Beer Innovation

Key points

Higher ABV and light beer flavor variants could spark growth

Figure 56: Attributes that may increase domestic/imported beer usage, by age, September 2014

Urbanites most interested in domestic/imported beer innovation

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Figure 57: Attributes that may increase domestic/imported beer usage, by area, September 2014

Higher-income consumers have stronger interest in beer innovation

Figure 58: Attributes that may increase domestic/imported beer usage, by household income, September 2014

Beer Consumption Activities

Key points

Video media and meal-time go hand in hand with beer consumption

Figure 59: Domestic/Imported Beer consumption activities, by gender, September 2014

35-44 drink beer while watching sports; 22-34 buy locally affiliated brands

Figure 60: Domestic/Imported Beer consumption activities, by age, September 2014

Urban beer drinkers OK consuming beer alone

Figure 61: Domestic/Imported Beer consumption activities, by area, September 2014

High-income consumers enjoy beer in a variety of ways

Figure 62: Domestic/Imported Beer consumption activities, by household income, September 2014

Beer Consumption Attitudes

Key points

Beer needs a facelift inside and out; quality is most important

Figure 63: Beer consumption attitudes, September 2014

Quality differences could help make brands more distinct

Figure 64: Beer consumption attitudes, by age, September 2014

Higher-income consumers prefer ingredient/label transparency, packaging advances

Figure 65: Beer consumption attitudes, by household income, September 2014

Impact of Race and Hispanic Origin

Key points

Blacks and Hispanics represent core beer consumer groups

Figure 66: Beer consumption by type, by race/Hispanic origin, September 2014

Figure 67: Beer consumption frequency (mean # of drinks), by type, by race/Hispanic origin, April-June 2014

Figure 68: Why consumers haven't recently tried mass-craft beer, by race/Hispanic origin, September 2014

Figure 69: Interest in types and packaging, by race/Hispanic origin, September 2014

Figure 70: Attributes that may increase domestic/imported beer usage, by race/Hispanic origin, September 2014

Figure 71: Domestic/Imported Beer consumption activities, by race/Hispanic origin, September 2014

Custom Consumer Groups

Custom group definition

Beer Programmers

My Meal, My Beers

Beer Creatives

Consumer tables – by beer user behavior

Figure 72: Beer consumption by type, by beer user behavior, September 2014

Figure 73: Why consumers haven't recently tried mass-craft beer, by beer user behavior, September 2014

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Figure 74: Interest in types and packaging, by beer user behavior, September 2014

Figure 75: Interest in types and packaging, by beer user behavior, September 2014

Figure 76: Attributes that may increase domestic/imported beer usage, by beer user behavior, September 2014

Figure 77: Domestic/Imported Beer consumption activities, by beer user behavior, September 2014

Figure 78: Beer consumption attitudes, by beer user behavior, September 2014

Appendix – Other Useful Tables

Consumer data

Alcoholic beverage consumption locales

Figure 79: Alcoholic beverage consumption locales – Beer, January 2013-March 2014

Interest in types and packaging

Figure 80: Interest in types and packaging, by household income, September 2014

Figure 81: Interest in types and packaging, by race/Hispanic origin, September 2014

What matters with beer purchases

Figure 82: What matters with beer purchases, by gender, September 2014

Figure 83: What matters with beer purchases, by household income, September 2014

Figure 84: What matters with beer purchases, by race/Hispanic origin, September 2014

Beer consumption attitudes

Figure 85: Beer consumption attitudes, by race/Hispanic origin, September 2014

Custom consumer groups

Craft-captivateds

Beer's Just OKs

Middle Of The Roads

Consumer tables – by beer consumption, by type

Figure 86: Interest in types and packaging, by beer consumption by type, September 2014

Figure 87: Interest in types and packaging, by beer consumption by type, September 2014

Figure 88: What matters with beer purchases, by beer consumption by type, September 2014

Figure 89: Attributes that may increase domestic/imported beer usage, by beer consumption by type, September 2014

Figure 90: Domestic/Imported Beer consumption activities, by beer consumption by type, September 2014

Figure 91: Beer consumption attitudes, by beer consumption by type, September 2014

Market and demographic data

Figure 92: Population by race and Hispanic origin, 2009-19

Figure 93: Population by generation, 2009-19

Appendix – Social Media – Beer

Brand usage or awareness

Figure 94: Brand usage or awareness, October 2014

Figure 95: Stella Artois usage or awareness, October 2014

Figure 96: Heineken usage or awareness, October 2014

Figure 97: Bud Light usage or awareness, October 2014

Figure 98: Coors Light usage or awareness, October 2014

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Figure 99: Miller Lite usage or awareness, October 2014

Figure 100: Modelo Especial usage or awareness, October 2014

Activities done

Figure 101: Activities done, October 2014

Figure 102: Stella Artois – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 103: Stella Artois – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Figure 104: Stella Artois – Activities done – I follow/like the brand on social media because, by demographics, October 2014

Figure 105: Heineken – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 106: Heineken – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Figure 107: Heineken – Activities done – I follow/like the brand on social media because, by demographics, October 2014

Figure 108: Bud Light – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 109: Bud Light – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Figure 110: Bud Light – Activities done – I follow/like the brand on social media because, by demographics, October 2014

Figure 111: Coors Light – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 112: Coors Light – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Figure 113: Coors Light – Activities done – I follow/like the brand on social media because, by demographics, October 2014

Figure 114: Miller Lite – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 115: Miller Lite – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Figure 116: Modelo Especial – Activities done – I have looked up/talked about this brand online on social media, by demographics, October 2014

Figure 117: Modelo Especial – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, October 2014

Key social media metrics

Figure 118: Key social media metrics, December 2014

Online conversations

Figure 119: Online mentions for select beer brands, by week, Dec. 22, 2013-Dec. 21, 2014

Appendix – Trade Associations

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