

Beer: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the beer market
- Why beer is giving way to other alcohol categories
- How to navigate the complexity of "craft" positioning as the relevance of the term is challenged
- Opportunities for long-languishing cider and low-alcohol beer

Dollar sales of beer (off- and on-premise combined) are projected to dip 4% in 2020, the first overall drop in decades. Volume sales in the category had been experiencing slight year-over-year declines leading into 2020, with dollar sales buffered by higher price points garnered from the strong-performing craft segment as well as on-premise receipts. However, the COVID-19 pandemic disrupted on-premise opportunity through channel closure, and physical distancing guidelines curtailed large social gatherings for which beer excels. Beyond the pandemic, beer's dominance of alcohol sales and consumption is being challenged by consumers seeking health, flavor, value and excitement elsewhere.



"Beer is losing out to other alcohol categories on the measures of health, taste and even value for which it held a historical advantage. While the COVID-19 pandemic will lead to the first dollar declines in the category for some time, it will also allow beer players an opportunity to reset."

- **Beth Bloom, Associate Director, US Food and Drink Reports**

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