

Beer in the US

June 2023

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Beer in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sustained growth for non alcoholic beer
Slow recovery of on-trade sales and the shift to spirits
Craft beer buyers shift from flagship brands to new product developments

PROSPECTS AND OPPORTUNITIES

Low alcohol new product developments will supplement growth in non alcoholic beer
Imported lagers, both true and on-shored legacy brands, will see volume and SKU growth
Share of mid-priced lager set to continue to slip

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