



Euromonitor
International

Beer in Lebanon

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Beer Recovery Continues as Premiumisation and Digital Retail Reshape Demand

Chart 1 - Almaza focuses on heritage and localisation to attract consumers

Lager Retains Dominance as Flavoured and No/Low Beer Broaden Consumer Appeal

Direct-To-Consumer Channels and Flavour Innovation Reshape Consumption Habits

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Innovation and Craft Beer Are Set to Support Steady Growth Despite Economic Headwinds

Craft Brewers Are Set to Embrace E-Commerce to Reach New Drinkers

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Brasserie Almaza Extends Its Lead by Blending Heritage and Innovation

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Off-Trade Maintains Its Leadership as Affordability Outweighs Digital Adoption

ECONOMIC CONTEXT

Chart 8 - Economic Context for Beer

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Beer

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Lebanon - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alcoholic Drinks in Lebanon Show Resilient Recovery Amid Polarised Consumer Demand

Beer Maintains Category Leadership While Spirits Drive Premium Growth in 2025

Chart 14 - Delivery apps transform alcohol retail into a 30- minute on-demand digital experience

Digital Retail Accelerates the Shift Towards At-Home Alcohol Consumption

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

Chart 17 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Local Brands, Premiumisation and Exports Will Shape Lebanon'S Alcoholic Drinks Outlook

Beer Is Set to Retain Its Volume Leadership as Spirits Drive Premium Growth

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Domestic Brands Strengthen Their Position as Local Loyalty Reshapes Competition

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Supermarkets Retain Their Dominance through Value and Convenience

On-Demand Delivery Drives the Shift to Digital Retail in 2025

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 22 - Economic Context for Alcoholic Drinks

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Alcoholic Drinks

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-lebanon/report.