From the industry leader in beer insights and intelligence, this report offers the most reliable data there is on domestic consumption and sales, capturing historical shifts in this massive market and placing them in a context that enables business planners and analysts as well as sales and marketing executives.

New for 2019: Key trends now presented in a colorful PowerPoint presentation to make insights come alive. Plus, you get more than 165 Excel exhibits providing in-depth data for a deeper dive on aspects covered in the PowerPoint slides and much more.
THE ANSWERS YOU NEED

- Is beer giant diversification with its implication of stronger distribution and marketing for acquired companies and brands a hidden driver of industry growth?
- Does craft have the strength to continue as an independent phenomenon?
- Is the premiumization craft has contributed a never-ending factor in the market or is there a ceiling?
- Is a supposed return to easier drinking, lighter style brews—lagers, classic ales—evident in the volumetric trends?
- What's the overall impact of continued strong growth of certain imports (Mexican, Belgian)? Is there room for newcomers?
- Does the consolidation and contraction of the cider market have any broad implications—or is this a brand by brand phenomenon?

THIS REPORT FEATURES

*BMC's U.S. Beer Guide 2019* answers these questions with the industry's most comprehensive compendium of reliable, hard data. The Guide features data on the overall market volume by category, state, and top brands, plus detailed listings of top brand sales by both price categories and types. Plus, advertising, export/import data and extended projections. *New for 2019: Now covers more brands than ever!*

Comprehensive data coverage of imported and domestic beers of all all price tiers (premium, superpremium, value, etc), craft beers, ciders, FMBs, ice beers, light beers, IPA's, radlers etc. Data provided for the following companies and brands:

- AB InBev
- Miller/Coors
- Constellation Beers
- Heineken
- Pabst Brewing
- Boston Beer
- D. G. Yuengling & Son Inc.
- Diageo Beer Company USA
- Mikes Hard Lemonade Co.
- FIFCO USA
- Sierra Nevada
- Lagunitas Brewing Co.
- New Belgium Brewing
- Craft Brewers Alliance
- The Gambrinus Company
- Spoetzl Brewery
- Firestone Walker Brewing Co.
- Bell's Brewery
- Total Beverage Solution
- Sapporo
- Oskar Blues Brewery
- Paulaner HP USA
- Joose
- Geloso Beverage Group
- Warsteiner Importers
- Vermont Hard Cider Company, LLC
- St. Killian Importing
- Angry Orchard
- Strongbow Cider
- Crispin
- Bold Rock
- Woodchuck Hard Cider
- Stella Artois Cidre
- Magners
- Smith & Forge
- Square Mile
- Blake’s Hard
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- Hornsby
- Wyder’s
- Virtue Cider Portfolio
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- Rebel
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- 60 Minute IPA
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- Henry Weinhard
- Samuel Adams Light
- Shipyard Brewing Company
- Shiner Light
- Ranger IPA
- Omission
- Brooklyn
- Dale's Pale
- Stone India Pale Ale
- Anchor Steam
- Rampant Imperial
- Alaskan Amber
- Sweetwater 420 Extra Pale
- Harpoon IPA
- Lagunitas Seasonals
- Bell's Seasonals
- Boulevard
- Redhook Long Hammer IPA
- JW Dundee's Honey Brown
- Mirror Pond Pale Ale Session
- Black Butte Porter
- 90 Minute IPA
- Magic Hat #9
- Ninkasi Domination IPA
- Sierra Nevada Celebration Ale
- Snapshot Wheat
- BridgePort IPA
- Arrogant Bastard
- Snow Day
- Pyramid Haywire
- Abita Amber
- Kilt Lifter
- Blue Point Toasted
- Inversion IPA
- Lost Coast Great White
- MacTarnahan's Brewing Company
- Sea Dog Brewing Company
- Somersault
- Pyramid IPA
- Rogue Dead Guy
- The Immortal IPA
- Full Sail Amber
- 1554 Brussels
- Redhook ESB
- Pyramid Apricot
- Trippel
- Sculpin IPA
- Sierra Nevada Hop Hunter IPA
- Broken Halo IPA
- Mighty Arrow
- Sunshine Wheat
- Dirtwolf Double IPA
- Drifter
- Sierra Nevada Noonер
- Traveler
- Dixie
- Abbey
- Rolle Bolle
- Slow Ride Session IPA
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- Nectar Ales
- Mothersonship Wit
- Southampton Publick House
- Cels
- Other Mike's Hard Smirnoff Ice (includes all extensions)
- Budweiser & Bud Light Chelada
- Twisted Tea
- White Claw
- Bon & Viv Spiked Seltzer
- Four Loko
- Modelo Especial Chelada
- Seagram's Escapes
- Bud Light Lime-a-Rita
- Mike's Hard Lemonade
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BMC’s U.S. Beer Guide 2019
BMC’s U.S. Beer Guide 2019
July 2019

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.
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(P) Projected; CAGR: Compound annual growth rate

* Excludes exports and cider

Source: Beverage Marketing Corporation
From 2012 to 2018, shares of volume by region didn’t change for any region by more than percentage points, resulting in regional rankings remaining the same.

Source: Beverage Marketing Corporation
With respect to overall beverage alcohol volume, wine and spirits both gained share points, at the expense of the beer category.

**2012**

- Beer: %
- Wine: %
- Spirits: %

**2018**

- Beer: %
- Wine: %
- Spirits: %

Source: Beverage Marketing Corporation

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