



Beer in the US

June 2024

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Beer in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

AB InBev struggles as historic category trends accelerate
Independent and acquired craft beer reconcile with maturity and ubiquity
Non alcoholic beer continues its ascent

PROSPECTS AND OPPORTUNITIES

THC beverages pose an existential threat to beer at all ABVs
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Variety, exploration, and consumer confidence pose a larger threat than sobriety

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