



# Craft Beers in the US and UK Case Study

*David Bird*

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Introduction Despite falling overall beer volumes, the craft or real ale sub-sector has been growing in the UK and particularly in the US. This case study examines the key consumer drivers behind its growth. Features and benefits Achieve sales growth by understanding the opportunities that can be realized in the craft/real ale sub-sector Enhance credibility of sales pitches by better understanding the needs of the real and craft ale drinker Stimulate ideation from best practice examples specifically from the craft & real ale industry, with supporting consumer, product and market insight Enhance your market positioning and concept development efforts and reduce risk for new product launches and increase the chances of success Highlights With beer volumes in the UK and the US declining, craft beer or real ales have been one bright spot. The growth has been driven by alcohol consumption in moderation and a “less of the best” approach when it comes to consumer choice of alcoholic drinks. Other important contextual factors driving craft and real ales include the sensory benefits e.g. taste, their authentic positioning, and the suitability for pairing with food. With an ever-greater number of micro-breweries, future growth is expected to continue – key to unlocking growth will be a greater appeal among younger and female drinkers. Your key questions answered What are the key factors influencing consumer choice of alcoholic beverage? What are the key consumer drivers of the craft and real ales sub-sector? What are the key virtues of new product development in the craft/real ale sub-sector? Where are the opportunities for brewers in craft and real ales?

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