



The Plato Logic Craft Beer Report: Table of Contents

Introduction: the thorny question of definition	3
What does the word ‘craft’ really mean?	4-5
Measuring the ‘craft-style’ sector	6
The US market position	7-8
Recent Trends: Towards a forecast for ‘craft-style’ beers	9
How big is the ‘non-lager space’ and what is its potential?	10-11
The outlook for growth: benchmarks and scenarios	12-15
Investment in ‘craft’ by larger brewing groups	16
Craft beer and allied industries	17-18
Individual Country Review	19-25
Appendix 1: Beer Brand Matrix, Craft-style beers, 4 main groups	26

Excel files:

Total world beer consumption by market, ‘000hl, 1991-2030F

Total ‘craft-style’ beer consumption by market, ‘000hl, 1991-2016*

Total ‘non-lager’ beer consumption by market, ‘000hl, 1991-2016*

**history as available or where relevant*