



The Plato Logic Craft Beer Report: Table of Contents

Introduction: the thorny question of definition	3
What does the word ‘craft’ really mean?	4-6
Measuring the ‘craft-style’ sector	7
The US market position	8-9
Recent Trends: Towards a forecast for ‘craft-style’ beers	10-11
How big is the ‘non-lager space’ and what is its potential?	12-13
The outlook for growth: benchmarks and scenarios	14-17
Craft beer: measuring Value	18
Investment in ‘craft’ by larger brewing groups	19
Craft beer and allied industries	20-21
Individual Country Review	22-29
Appendix 1: Beer Brand Matrix, Craft-style beers, 4 main groups	30
Appendix 2: Number of micro-brewers by main country	31
Appendix 3: ‘small brewer’ excise tax reductions	32

Excel files:

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

Total ‘craft-style’ beer consumption by market, ‘000hl, 1991-2017*

Total ‘non-lager’ beer consumption by market, ‘000hl, 1991-2017*

**history as available or where relevant*