

Craft Beer Report 2025

It's no secret that **Craft Beer is facing headwinds** - so how can Local & Regional Craft breweries align their brand marketing and sales strategies to attract & retain new customers?

Craft Beer Report 2025 dives into the alignment and differences between Craft consumers and Gen Z, highlighting their preferences and decision-making to help breweries identify critical opportunities:

The evolving On Premise universe

Do you know how Craft is performing & which channels, markets, styles, and formats your potential customers are engaging with?

Visitation & brand accessibility

How and where are younger consumers getting introduced to your brand (or not)?

The Craft Beer story

Do Gen Z consumers think of Craft the same way as those who "grew up" with Craft?

(hint: they don't...so what should your brand do?)

Craft on Draft is king, right?

What styles and package types do Gen Z consumers prefer and how important are tap handles?

Becoming a go-to brand

What are the most compelling pathways towards discovery of a brand and what value can be found in building loyalty with different consumers?

What matters to Gen Z?

Quality? Check. Local & Independent? Not so much. So, what vital factors might Craft brands be missing to reach this generation of consumers?



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Did you know?



Regional & local Craft Beer drinkers **spend 20% more in the On Premise** each month vs. the average On Premise consumer



Across all key channels for Craft there are **120 million ordering opportunities** for the segment



8 in 10 Regional & Local Craft drinkers prefer Draft, but GenZ is challenging the status quo



20% of Regional & Local Craft consumers say **ABV is an important factor** when choosing a Craft brand – so how should you position your portfolio of LDA+ drinkers?



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2025 Early Commitment pricing
available through 12/19/2025?*

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