Draught Beer Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Coffee, Tea & Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/draught-beer-market

> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 40.38 billion
Projected Forecast (2031)	USD 40.38 billion
Growth Rate (CAGR)	5.66 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Draught Beer industry](images/chart_2.png)

![Draught Beer Market Size](images/chart_3.png)

![Draught Beer Market Share by Type, 2025](images/chart_4.png)

![Draught Beer Market Share by Brewery Type, 2025](images/chart_5.png)

![Draught Beer Market Growth Rate by Region](images/chart_6.png)

![Draught Beer Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 40.38 Billion
|

Market Size (2031)
|

USD 53.18 Billion
|

Growth Rate (2026 - 2031)
|

5.66 %
|

Fastest Growing Market
|

Europe
|

Largest Market
|

Asia-Pacific
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Draught Beer Market Analysis by Mordor Intelligence

The draught beer market size was valued at USD 38.65 billion in 2025 to USD 40.38 billion in 2026, and is forecast to reach USD 53.18 billion by 2031 at a 5.66% CAGR over 2026-2031. The market continues to expand steadily, supported by increasing consumer demand for freshly poured premium beer, higher on-trade consumption, and the growing footprint of pubs, bars, brewpubs, and microbreweries. Breweries are deploying advanced dispensing systems and strengthening their premium draught offerings to improve product quality and enhance the consumer experience. For instance, Carlsberg's DraughtMaster system improves beer quality and reduces waste, while Heineken continues to scale its Blade countertop draught system for small hospitality venues. In addition, breweries are broadening their premium and craft draught portfolios to address evolving consumer preferences and reinforce their presence across on-premise channels. Rising demand for draught beer and experience-led drinking occasions continues to support market growth.

Key Report Takeaways

* By type, keg beer led the draught beer market with a share of 92.46% in 2025, while cask beer is anticipated to register the fastest CAGR of 6.23% during 2026-2031.

* By product type, lager retained a 71.83% share in 2025, whereas ales are forecast to expand at a 5.98% CAGR through 2031.

* By brewery type, macro breweries retained a 78.62% share in 2025, while microbreweries are anticipated to expand at a 6.55% CAGR through 2031.

* By distribution channel, on-trade retained a 93.47% share in 2025, while off-trade is anticipated to expand at a 6.36% CAGR through 2031.

* By geography, Europe led the draught beer market in 2025 with a 37.58% share, while Asia-Pacific is projected to advance at a 6.12% CAGR through 2031.

Key Market Trends

Global Draught Beer Market Trends and Insights

Drivers Impact Analysis*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Premiumisation of on-trade alcoholic beverage consumption

|

+1.2%
|

Global, led by United Kingdom, Germany, United States, and Australia
|

Short term (≤ 2 years)
|

Rising experiential dining and social drinking culture

|

+0.9%
|

Global; concentrated in North America, Europe, and Asia-Pacific urban centres
|

Medium term (2–4 years)
|

Expansion of craft breweries enhancing draught beer availability

|

+0.7%
|

North America and European Union; growing in Asia-Pacific
|

Medium term (2–4 years)
|

Higher profit margins encouraging tap system installations

|

+0.6%

|

Global; particularly mid-tier hospitality chains in United States, United Kingdom, and India
|

Short term (≤ 2 years)
|

Consumer preference for fresher and unpasteurized beer formats

|

+0.8%
|

Global; strongest in European Union and premium Asia-Pacific segments
|

Medium term (2–4 years)

|

Beer tourism and brewery taprooms strengthening on-premise sales

|

+0.5%
|

European Union (Belgium, Germany, Czech Republic), United States, Japan
|

Long term (≥ 4 years)
|

Source: Mordor Intelligence
|
Competitive Landscape

Competitive Landscape

The global draught beer market is highly fragmented. Leading multinational brewers, including AB InBev, Heineken International B.V., Carlsberg Group, and Molson Coors Beverage Company, compete with numerous regional breweries, independent craft brewers, and taproom operators. Large brewers retain an advantage in keg supply, distribution, marketing resources, and outlet relationships. AB InBev’s USD 7.4 billion allocation to sales and marketing in 2025 highlights the financial gap between global leaders and smaller breweries. Local preferences for styles, regional brands, and craft offerings also keep the competitive environment diverse. As a result, the draught beer market includes global suppliers, national brewers, regional specialists, and small taproom-led companies.

Heineken has SmartDispense technology to help operators reduce waste, simplify line cleaning, and improve product stability. This move reflects competition through dispensing infrastructure, not beer products alone. AB InBev has the BEES platform as a channel tool that integrates hardware procurement, line management, and order fulfillment into a single operator relationship. Competitive opportunities are also emerging in home draught systems, developing Asian markets, and low- and no-alcohol draught formats.

Smaller brewers, such as Duvel Moortgat, Royal Swinkels, and The Brooklyn Brewery, compete through distinctive styles and premium venue listings. Their approach focuses on flavor, provenance, and a differentiated tap offering rather than price. Craft quality guidelines and line-cleaning standards are also becoming more relevant for mid-tier operators in North America and Europe. Consistent quality can determine whether a brand retains its tap position after the initial listing period.

Draught Beer Industry Leaders

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Carlsberg Breweries A/S

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Heineken International B.V.

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New Belgium Brewing Company

*

AB InBev

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Duvel Moortgat

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Draught Beer Market Report Scope

Draught beer is beer served directly from a keg or cask through a tap system, rather than from bottles or cans. Operators typically store it under controlled pressure and temperature to preserve freshness, carbonation, and flavor.

The draught beer market is segmented by type, product type, brewery type, distribution channel, and geography. By type, the market is segmented into keg beer and cask beer. By product type, the market is segmented into lager, ale, and others. By brewery type, the market is segmented into macrobreweries and microbreweries. By distribution channel, the market is segmented into on-trade and off-trade. Based on geography, the market is classified into North America, Europe, South America, Asia-Pacific, and the Middle East and Africa. The market forecasts are provided in terms of value (USD) and volume (Litres).

By Type

Keg Beer
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Cask Beer
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Segmentation Accordion Item

By Geography

North America
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United States
|

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Canada
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Mexico
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Rest of North America
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Europe
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Germany
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United Kingdom
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Italy
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France
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Spain
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Netherlands
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Poland
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Belgium
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Sweden
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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Indonesia
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South Korea
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Thailand
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Singapore
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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Colombia
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Chile
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Peru
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Rest of South America
|

Middle East and Africa
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South Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt
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Morocco
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Turkey
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Rest of Middle East and Africa
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Frequently Asked Questions

What is the projected size of the draught beer market by 2031?

The draught beer market is projected to reach USD 53.18 billion by 2031, growing from USD 40.38 billion in 2026 at a CAGR of 5.66% during 2026–2031.

Which type segment held the largest share of the draught beer market in 2025?

Keg beer was the leading type segment, accounting for 92.46% of the market in 2025.

Which product type dominated the draught beer market in 2025?

Lager dominated the market with a 71.83% share in 2025, making it the most consumed product type.

Which brewery type held the largest market share in 2025?

Macro breweries led the market with a 78.62% share in 2025, reflecting their strong production and distribution capabilities.

Which distribution channel accounted for the largest share of the market in 2025?

The on-trade channel dominated the market, holding 93.47% of total revenue in 2025.

Which region led the draught beer market in 2025?

Europe was the largest regional market, accounting for 37.58% of draught beer revenue in 2025.