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

> **Industry:** Coffee, Tea & Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/fruit-beer-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 380.42 million
Projected Forecast (2031)	USD 380.42 million
Growth Rate (CAGR)	4.82 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

![Fruit Beer Market (2026 - 2031)](images/chart_3.png)

![Fruit Beer Market: Market Share by Flavor](images/chart_4.png)

![Fruit Beer Market: Market Share by Packaging Type](images/chart_5.png)

![Fruit Beer Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Fruit Beer Market](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 380.42 Million
|

Market Size (2031)
|

USD 481.38 Million
|

Growth Rate (2026 - 2031)
|

4.82 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market

|

Europe
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|
Market Overview

Fruit Beer Market Analysis by Mordor Intelligence

The global fruit beer market was valued at USD 366.01 million in 2025 and is projected to grow to USD 380.42 million in 2026, reaching USD 481.38 million by 20

31, with a CAGR of 4.82% during the forecast period of 2026–2031. This growth is primarily attributed to the rising consumer preference for flavorful, refreshing, and innovative alcoholic beverages that provide unique taste experiences beyond traditional beer. Shifting drinking preferences have driven demand for beverages with smoother flavor profiles, reduced bitterness, and enhanced sensory appeal through fruit-based formulations. Additionally, consumers are increasingly exploring variety and experimentation in their beverage choices, boosting the popularity of fruit-infused beers known for their distinctive aromas, sweetness, and balanced taste profiles.

Key Report Takeaways

* By flavor, raspberry led with 25.22% revenue share in 2025, while peach is forecast to expand at a 5.45% CAGR through 2031.

* By alcohol content, non-alcoholic held 34.04% of revenue in 2025 and also recorded the highest projected CAGR at 6.13% through 2031.

* By packaging type, bottles accounted for 42.65% of revenue in 2025, while cans are advancing at a 6.58% CAGR through 2031.

* By distribution channel, on-trade held 48.91% of revenue in 2025, while off-trade is forecast to expand at a 5.91% CAGR through 2031.

* By geography, Europe held 31.21% revenue share in 2025, while Asia-Pacific is projected to expand at a 6.89 CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Fruit Beer Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Consumer preference for flavored alcoholic beverages

|

+1.5%
|

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

Short term (≤ 2 years)
|

Expansion of craft beer culture and microbreweries

|

+1.2%
|

Asia-Pacific core, spill-over to North America and Europe
|

Medium term (2-4 years)
|

Premiumization through flavor innovation and limited editions

|

+0.9%
|

Europe and North America, with growing uptake in Asia-Pacific premium outlets
|

Medium term (2-4 years)
|

Shift toward lighter, sessionable, and lower-ABV alcoholic beverages

|

+0.7%
|

Global, with strongest impact in United Kingdom, Germany, Australia, and United States
|

Short term (≤ 2 years)
|

Advancements in brewing and fermentation technologies

|

+0.3%
|

Global, with Research and Development concentration in Belgium, Germany, and the United States
|

Long term (≥ 4 years)
|

Influence of social media and marketing strategies

|

+0.3%
|

Global, amplified in Asia-Pacific and North America millennial/Gen Z segments
|

Short term (≤ 2 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The fruit beer market is fragmented, with global brewing companies, regional breweries, and craft beer producers competing through flavor innovation, product differentiation, and premium positioning. Key players in the market include Anheuser-Busch InBev SA/NV, Heineken N.V., Carlsberg Group, Molson Coors Beverage Company, and Boston Beer Company, Inc. These companies are enhancing their market presence by expanding fruit-flavored beer portfolios, introducing seasonal varieties, and catering to consumer preferences for refreshing, low-bitterness, and unique taste profiles. The growing competition has driven breweries to explore diverse fruit profiles, including berries, citrus, tropical fruits, and mixed fruit blends, to meet evolving consumer demands.

Technology and brewing innovation have become critical competitive factors, with manufacturers investing in advanced fermentation techniques, flavor stabilization processes, improved filtration, and alcohol-reduction technologies to enhance product quality. Companies are prioritizing authentic fruit taste, aroma retention, longer shelf stability, and consistent sensory characteristics while developing both alcoholic and non-alcoholic fruit beer options. Advancements in brewing processes are enabling producers to create fruit beers with enhanced freshness, natural flavor integration, and premium-quality profiles, helping brands differentiate themselves in a competitive market.

Product innovation remains a key strategy for fruit beer manufacturers, with companies regularly launching new flavors, limited-edition variants, and fruit-based blends to attract experimental consumers. The increasing preference for craft-inspired beverages has encouraged both large breweries and smaller players to develop unique formulations that combine traditional beer styles with modern fruit flavors. Additionally, companies are focusing on sustainable packaging, digital consumer engagement, and premium branding strategies to build customer loyalty and expand their market reach. As consumer demand shifts toward flavorful, convenient, and moderation-focused beverages, continuous innovation is expected to remain central to competition in the global fruit beer market.

Fruit Beer Industry Leaders

*

Anheuser-Busch InBev SA/NV

*

Heineken N.V.

*

Carlsberg Group

*

Molson Coors Beverage Company

*

Boston Beer Company, Inc.

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Fruit Beer Market Report Scope

Fruit beer is beer made with fruit added as an adjunct or flavouring. The fruit beer market is segmented by flavor, alcohol content, packaging type, distribution channel, and geography. Based on flavor, the market is segmented into raspberry, cherry, peach, apple, strawberry, blueberry, mango, mixed fruit blends, and other fruit flavors. Based on alcohol content, the market is segmented into non-alcoholic fruit beer, low-alcohol fruit beer, and high-alcohol fruit beer. Based on packaging type, the market is segmented into bottles, cans, and others. Based on distribution channel, the market is segmented into on-trade and off-trade channels. The off-trade segment is further categorized into supermarkets and hypermarkets, convenience stores, online retail stores, specialty/liquor stores, and other distribution channels. Based on geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle East and Africa. The market forecasts are provided in both value (USD) and volume (liters) for all the mentioned segments.

By Flavor

Raspberry
|

Cherry
|

Peach
|

Apple
|

Strawberry
|

Blueberry
|

Mango
|

Mixed Fruit Blends
|

Other Fruit Flavors
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
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United Kingdom
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Germany
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France
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Italy
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Spain
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Netherlands
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Rest of Europe
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Asia-Pacific
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China
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Japan
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India
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Australia
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Rest of Asia-Pacific
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South America
|

Middle East and Africa
|

Frequently Asked Questions

What is the current and forecast value of the fruit beer business?

The fruit beer market was valued at USD 366.01 million in 2025, stands at USD 380.42 million in 2026, and is forecast to reach USD 481.4 million by 2031 at a 4.8% CAGR.

Which region leads revenue and which region is growing the fastest?

Europe led with 31.21% of revenue in 2025, while Asia-Pacific is projected to post the fastest growth at a 6.89% CAGR through 2031.

Which product area is shaping future demand most clearly?

Non-alcoholic fruit beer is the clearest growth engine because it held 34.04% share in 2025 and is also forecast to expand at the fastest 6.13% CAGR through 2031.

What packaging trend matters most for suppliers and retailers?

Bottles still lead current revenue with 42.65% share, but cans are growing faster at 6.58% CAGR, helped by convenience, portability, and wider off-trade use.