



Euromonitor
International

Beer in Australia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Craft beer facing hardship due to inflationary pressures
Asahi's Carlton & United Breweries continues to evolve their offerings to remain the largest brand in Beer
On-trade sales of beer is showing signs of recovery

PROSPECTS AND OPPORTUNITIES

Non alcoholic beer set to gain ground as Australian drinking habits evolve
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Health and wellness trends likely to shape innovation in beer

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Alcoholic Drinks in Australia - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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