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Brewers Association 2023 Harris Poll: Equal Number of Craft Beer Consumers Drinking More Craft in 2023 than Consumers Drinking Less

Zoe Licata | Jun. 30, 2023 at 7:58 AM

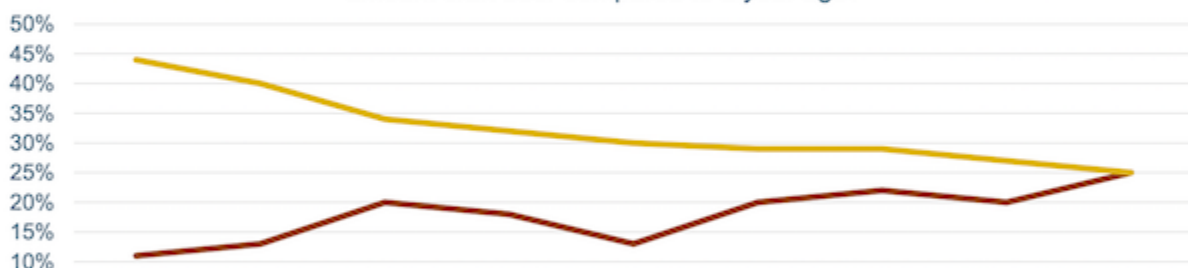
Brewers Association

Data

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Levels Changing (hints at in/out flow)

In general, would you say you are drinking more, less, or about the same amount craft beer compared to a year ago?



For the first time since at least 2015, an equal number of craft beer drinkers surveyed in the Brewers Association's (BA) annual Harris Poll said they were drinking more craft beer in 2023 than the amount who said they were drinking less craft beer – about 25% each.

BA chief economist Bart Watson detailed results of the 2023 survey Thursday during a webinar. More than 2,000 craft consumers were asked about their drinking and buying habits, with “craft consumers” defined as consumers who drink craft beer several times a year or more.

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