



Global Hops Market

Market size, segmentation, competitive landscape and outlook

2021-2031

September 2026

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 1.6 bn
Forecast (2031)	USD 2.1 bn
CAGR (2021-2031)	4.9%
Study period	2021-2031
Largest region	Europe · 42.5%
Fastest-growing region	Asia-Pacific · 7.2%
Market concentration	Moderate
Licence	Individual / Company

The global hops market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Europe accounted for XX% of market value, supported by Germany’s production leadership, established processing capacity and the European Union’s net-export position. Advanced extracts, concentrated lupulin products and proprietary aroma varieties are shifting value creation away from undifferentiated whole-cone supply. Acreage rationalisation is tightening the physical market while brewers increasingly purchase hops on the basis of alpha yield, sensory performance, beer yield and processing efficiency.

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Executive summary

The global hops market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Europe accounted for XX% of market value, supported by Germany’s production leadership, established processing capacity and the European Union’s net-export position. Advanced extracts, concentrated lupulin products and proprietary aroma varieties are shifting value creation away from undifferentiated whole-cone supply. Acreage rationalisation is tightening the physical market while brewers increasingly purchase hops on the basis of alpha yield, sensory performance, beer yield and processing efficiency.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global hops market generated USD XXX billion in 2025 and is forecast to reach USD XXX billion by 2031.
- Global hop production declined XX% to XXX metric tonnes in 2025, according to figures compiled from the International Hop Growers’ Convention and national grower bodies.
- Global alpha-acid output reached XXX metric tonnes in 2025, equivalent to theoretical brewing potential of approximately XXX hectolitres.
- Germany harvested XXX metric tonnes in 2025, while the United States produced XXX metric tonnes; together they supplied XX% of world crop volume.
- USDA NASS recorded XXX harvested US acres and production of XXX pounds in 2025, with a farm-gate value of USD XXX million.
- Pellets represented XX% of market value in 2025, reflecting their storage stability, dosing consistency and compatibility with global brewery logistics.
- Europe held XX% of global market value, while Asia-Pacific will post the fastest regional CAGR at XX% through 2031.
- Extracts, concentrated lupulin and hop oils will grow faster than conventional whole hops as breweries target stronger aroma, higher liquid yield and lower plant-material losses.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Hops Market Trends and Growth Drivers

The hops market is transitioning from a volume-led agricultural cycle to a differentiated ingredient economy. Global production fell to XXX tonnes in 2025 as growers removed acreage, yet value creation is shifting toward proprietary genetics, concentrated lupulin, extracts, oils and application support.

Demand conditions differ sharply by product. Standard aroma varieties remain exposed to inventories and slower craft-beer purchasing, while high-alpha hops are traded according to alpha availability and extraction economics. Scarce branded varieties and advanced formats maintain stronger pricing where they deliver measurable sensory impact or finished-beer yield.

Supply resilience is becoming a commercial differentiator. Concentration in Germany and the US exposes buyers to regional weather and water conditions, encouraging multi-origin sourcing, climate-resilient breeding and longer-term grower relationships.

Growth drivers

Premium beer sustains hop intensity

Premium pale ales, India pale ales, dry-hopped lagers and differentiated seasonal releases use more aroma hops per hectolitre than mainstream lager. Even where mature-market beer volumes decline, recipe premiumisation supports hop expenditure and rewards varieties with distinctive tropical, citrus and resin profiles.

Concentrated hop products improve brewery yield

Lupulin-enriched pellets, CO2 extracts and oil-rich liquid products deliver bitterness or aroma with less vegetative matter. Lower trub formation, reduced beer absorption and more precise dosing improve finished-beer yield, allowing advanced formats to command higher prices per unit of cone-equivalent input.

Alcohol-free beer and hop water broaden demand

Alcohol-free beer, hop water and adult soft drinks create incremental uses for varietal aroma and soluble hop ingredients. These products favour low-bitterness, highly aromatic extracts that disperse consistently and fit controlled beverage-processing systems.

Proprietary genetics lift realised pricing

Breeding programmes commercialise varieties with differentiated flavour, higher alpha yield, improved agronomics and stronger brand recognition among brewers. Controlled planting and licensing protect scarcity while enabling suppliers to monetise genetics, technical support and branded product formats.

Asia-Pacific premium brewing expands

Premium breweries in China, Japan, India, Australia and Southeast Asia are widening IPA, modern lager and alcohol-free portfolios. Imported aroma hops retain strong positioning, while regional warehousing and technical support make advanced products accessible to smaller brewers.

Sustainability shifts procurement toward efficient formats

Brewers are measuring agricultural inputs, refrigerated logistics, packaging and product loss across ingredient supply chains. High-alpha cultivars and concentrated products reduce shipment weight and hop solids per hectolitre, strengthening their role in supplier decarbonisation programmes.

Restraints

Contracted surplus suppresses near-term pricing

Several years of contracted supply exceeding brewery drawdown created inventories across growers, merchants and brewers. Acreage reductions are restoring balance, but discounted older crop years and contract renegotiations constrain realised prices for standard varieties.

Mature-market beer volume declines

Lower alcohol consumption, brewery closures and portfolio simplification reduce physical hop requirements in the US and parts of Europe. Craft-sector consolidation also concentrates purchasing power and encourages breweries to reduce slow-moving variety inventories.

Climate and water volatility constrain yields

Hop production is concentrated in temperate regions with substantial irrigation and seasonal labour requirements. Heat, drought, flooding and water-allocation restrictions can alter cone yield, alpha content and aroma quality, increasing procurement and crop-insurance costs.

High cultivation and processing costs

Trellis systems, specialised harvesting equipment, kilning, cold storage and pelletisation create a high fixed-cost base. Labour, electricity, fertiliser and financing costs make prolonged low-price cycles particularly difficult for independent growers.

Hops Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Premium beer sustains hop intensity	XXX	XXX	XXX
Concentrated hop products improve brewery yield	XXX	XXX	XXX
Alcohol-free beer and hop water broaden demand	XXX	XXX	XXX
Proprietary genetics lift realised pricing	XXX	XXX	XXX
Asia-Pacific premium brewing expands	XXX	XXX	XXX
Sustainability shifts procurement toward efficient formats	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Contracted surplus suppresses near-term pricing	XXX	XXX	XXX
Mature-market beer volume declines	XXX	XXX	XXX
Climate and water volatility constrain yields	XXX	XXX	XXX
High cultivation and processing costs	XXX	XXX	XXX

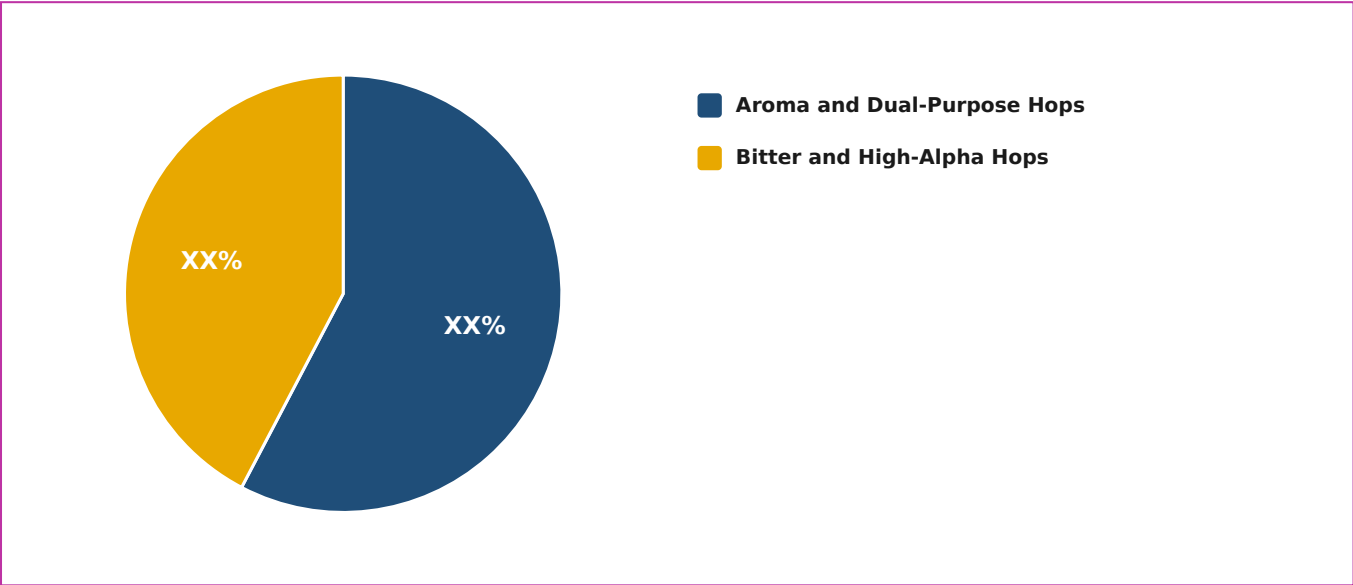
Source: XXX

Hops Market Segmentation by Type, Form and Application

By Hop Type

Aroma and dual-purpose varieties capture higher value per kilogram because brewers purchase differentiated flavour, oil composition and brand recognition. Bitter hops remain essential for efficient kettle additions and large lager portfolios. Aroma and dual-purpose hops will grow faster as premium lager, IPA, hop water and alcohol-free formulations broaden globally.

Value share by hop Type, 2025



Source: XXX

Value by hop Type, USD bn

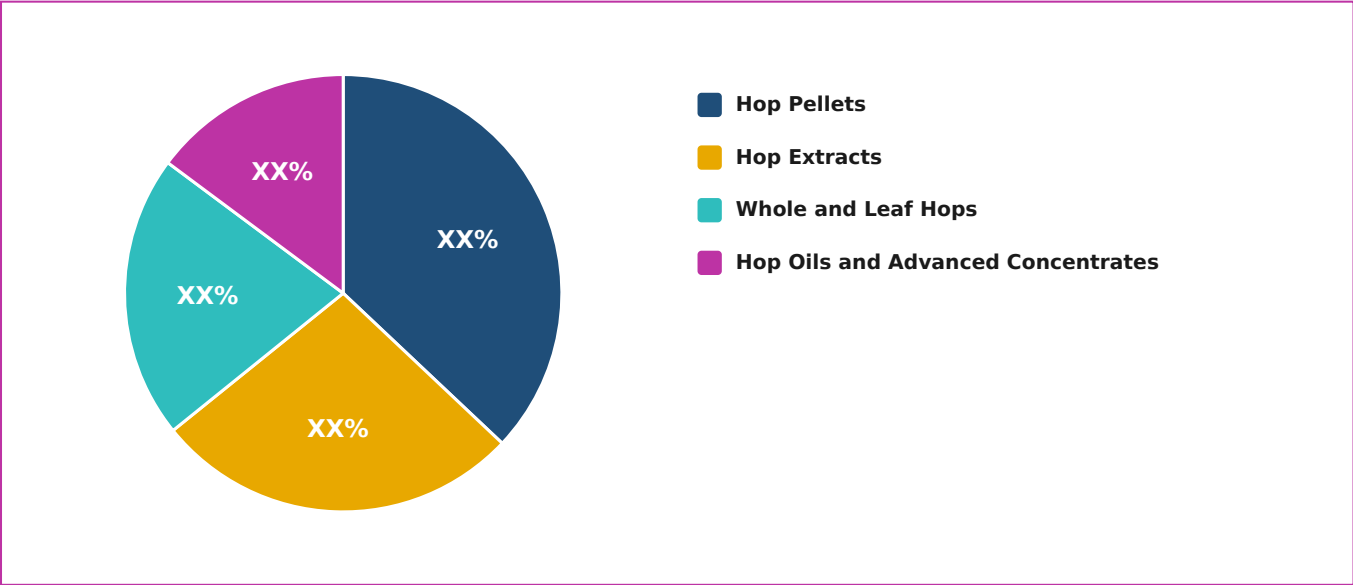
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Aroma and Dual-Purpose Hops	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bitter and High-Alpha Hops	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Product Form

T-90 and related pellets lead because they offer compact storage, dosing consistency and broad compatibility across brewery sizes. Extracts dominate efficient bittering applications, while whole cones retain roles in traditional recipes and selected craft processes. Oils and advanced concentrates are the fastest-growing format as breweries reduce vegetative losses and pursue repeatable late-stage aroma.

Value share by product Form, 2025



Source: XXX

Value by product Form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Hop Pellets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Hop Extracts	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Whole and Leaf Hops	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Hop Oils and Advanced Concentrates	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Alcoholic beer remains the core application because hops supply bitterness, aroma, flavour stability and microbial control across lager and ale production. Alcohol-free beer and hop water are expanding from a small base and require soluble aroma systems with limited bitterness. Food, nutraceutical and botanical applications remain specialised but create outlets for hop acids, polyphenols and spent-hop derivatives.

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Alcoholic Beer	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Alcohol-Free Beer and Hop Beverages	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Food, Nutraceutical and Botanical Uses	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Customer Type

Large breweries dominate contracted volumes and favour high-alpha varieties, extracts and standardised supply across multiple plants. Craft and independent breweries spend more per hectolitre and exert disproportionate influence on proprietary aroma demand. Beverage innovators are adopting hop oils and extracts in hop water, alcohol-free and functional adult beverages.

Value by customer Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Large and Multinational Breweries	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Craft and Independent Breweries	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Beverage Innovators and Other Users	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Direct and forward contracts dominate because growers, merchants and breweries manage crop-year, variety and volume exposure several seasons ahead. Distributors and digital spot channels provide smaller breweries with mixed-case access and allow the industry to clear or rebalance crop positions. Spot-market platforms will grow faster as buyers seek greater flexibility after the recent inventory cycle.

Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Direct and Forward Contracts	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Distributors, Retail and Spot Platforms	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

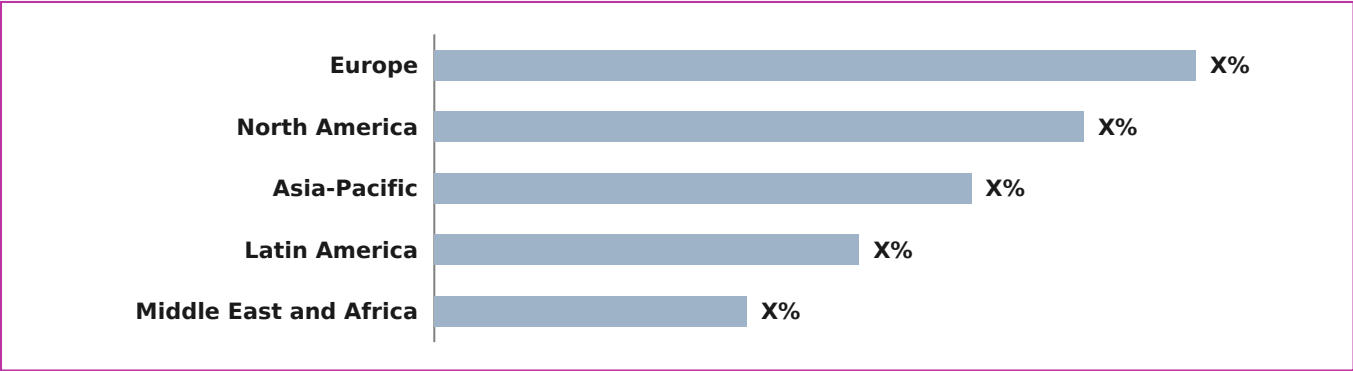
Hops Market Regional Analysis and Country Outlook

Europe generated XX% of global hops market value in 2025. Germany anchors the region through Hallertau and other established growing districts, extensive merchant-processing capacity and a diversified mix of high-alpha and aroma cultivars. Germany’s XXX-tonne 2025 crop represented XX% of global output, while Czechia, Poland and Slovenia supplied important noble and regional aroma varieties. The European Union remains a net exporter, with its recent external-trade surplus at approximately XXX tonnes of cone equivalent.

North America accounted for XX% of market value, led by Washington, Oregon and Idaho. USDA NASS reported XXX pounds of US production from XXX acres in 2025; Washington contributed XX% of national volume. The region has the deepest commercial pipeline for branded aroma genetics and concentrated formats, although brewery closures, inventories and acreage reductions are reshaping contracts and grower economics.

Asia-Pacific will expand at a XX% CAGR through 2031, supported by premiumisation in China, Japan and India and by export-oriented breeding and production in Australia and New Zealand. Hop Products Australia harvested XXX tonnes from 566 hectares in 2025 and commissioned modern cold-chain and processing capacity. Latin America and the Middle East and Africa remain smaller markets, but local craft brewing and imported premium brands are widening the addressable customer base.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Hops Market Competitive Landscape and Company Share

The hops market is moderately concentrated at the merchant and advanced-processing level, while farm production remains more fragmented. BarthHaas, Yakima Chief Hops and Hopsteiner combine grower relationships, global distribution, processing technology and proprietary or licensed genetics. Kalsec holds a specialist position in hop extracts, while regional suppliers compete through origin, crop selection and direct brewery service.

Competition increasingly centres on sensory performance, brewery yield and supply-chain flexibility rather than undifferentiated crop tonnage. Yakima Chief Hops has expanded its Cryo Hops, DynaBoost and HyperBoost platforms; Hop Breeding Company commercialised Krush and Dolcita; and Hop Products Australia invested in Hop Central to strengthen cold-chain storage, pelletisation and packaging.

Industry restructuring is visible in acreage idling, farm exits and channel partnerships. Roy Farms transferred small- and mid-sized brewery direct sales to Crosby Hops in May 2025, while Yakima Chief Hops and Lupulin Exchange launched a European spot-market platform in September 2025. Suppliers with disciplined inventory management and flexible contracting are positioned to gain accounts during the rebalancing cycle.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
BarthHaas GmbH & Co. KG	XXX	XXX	XXX	XXX
Yakima Chief Hops	XXX	XXX	XXX	XXX
Hopsteiner	XXX	XXX	XXX	XXX
Kalsec Inc.	XXX	XXX	XXX	XXX
Crosby Hops	XXX	XXX	XXX	XXX
Hop Products Australia	XXX	XXX	XXX	XXX
New Zealand Hops Limited	XXX	XXX	XXX	XXX
Bohemia Hop, a.s.	XXX	XXX	XXX	XXX
Charles Faram & Co. Ltd.	XXX	XXX	XXX	XXX
Totally Natural Solutions Ltd.	XXX	XXX	XXX	XXX

Source: XXX

Hops Market Forecast, Investment Priorities and Opportunities

The market will progress from inventory correction toward tighter variety-specific balances during 2027-2031. Physical crop volume will grow slowly, but the value pool will expand at XX% annually as advanced extracts, proprietary varieties and technical-service packages increase their share of supplier revenue.

The base case assumes gradual recovery in brewery purchasing, continued acreage discipline and resilient premium-beer demand. A stronger scenario emerges if alcohol-free beer, hop water and concentrated cold-side products scale faster; a weaker scenario follows prolonged mainstream-beer contraction or renewed overplanting of high-value aroma varieties.

Winning suppliers will connect breeding, agronomy, crop contracting, processing and brewery application science. Climate resilience, verified sustainability metrics, lot-level sensory transparency and regional inventory availability will become increasingly important selection criteria alongside price and alpha content.

Opportunities

- Variety-specific liquid aroma products for cold-side dosing
- Climate-resilient and disease-resistant cultivars
- Traceable low-carbon hops with verified farm-level data
- Hop ingredients for alcohol-free beverages and functional drinks
- Regional processing and distribution hubs in Asia-Pacific
- Inventory-management platforms and flexible spot-contract marketplaces

This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24-72 hours.