

## The Beer Industries Kryptonite



For my first blog post in Digital Analytics & Insights I will not focus on just one specific beer company like Bud Light (Domestic) or Dos Equis (Imported), in later blog post I will cover specific topics like these. In this blog post I will simplify the overall landscape of the beer industry for people who don't have much understanding of it at the moment and how the industry is handling itself in such a convoluted market.

I did some digging in twitter and google and looked for marketing problems that the current beer industry is having today. All roads lead to two main problems, the growing popularity of craft beer, and the declining sales of big beer companies like Anheuser-Busch.

It is a growing trend that aging millennials are more open to new experiences compared to older generations who stick to traditional norms. The craft beer industry is starting to break into new grounds with an increasing audience beginning with aging millennials of the ages of 22-31. This is the time where college students enter in their chosen professions and progress in the job market. With the help of twitter's advanced search tool I searched "beer vs craft beer" and found some interesting content. At first I thought craft beer was just an American phenomenon but I was sorely mistaken. In this search I found that craft beer has expanded its reaches from Canada all the way to Russia. Also, the craft beer industry is employing tactics like big beer has done with professional sports. Craft beer is hitching itself with Soccer, Hockey, and Cricket in foreign countries where these sports thrive.

All of the above can correlate to the declining popularity to the big beer industry which has been on the defensive for quite a while now.

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