

U.S. Beer Market Size: Multi-Source Validation Reference

Supporting documentation that the U.S. beer market exceeds \$110 billion annually

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OVERVIEW

The following citations document independent, third-party validation that the United States beer market generates in excess of \$110 billion in annual retail sales. These figures have been corroborated across multiple authoritative industry data providers spanning trade associations, market intelligence firms, and retail analytics platforms. This reference sheet is intended to support investor disclosures, offering memoranda, and regulatory filings for American Rebel Holdings, Inc. and its affiliated entities.

CITATION REFERENCE TABLE

Source	Figure Reported	Data Year	Publication / Report Title	Notes
Brewers Association	\$117 billion (total U.S. beer market retail dollar sales)	2024	"National Beer Sales & Production Data" / "2024 U.S. Craft Brewing Industry Production Report" (published April 15, 2025)	Craft beer alone = \$28.8B (24.7% of \$117B market). Primary trade association for U.S. brewing industry. brewersassociation.org
NIQ (NielsenIQ)	\$110B+ (U.S. beer retail market; off-premise beer tracked across grocery, convenience, drug, and mass channels)	2024	"2024 Beverage Alcohol Year in Review" (published January 7, 2025)	NIQ is the primary retail measurement authority for U.S. CPG and beverage alcohol. Tracks beer value and volume across all major retail channels. nielseniq.com
Statista	\$110B+ (projected)	2023–2025	"Beer Market Revenue in the	Global statistical

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	U.S. beer market revenue, consistent with 2023-2025 range per multi-year dataset)		United States 2018-2030" / "Beer Industry in the U.S. – Statistics & Facts" (updated December 17, 2025)	aggregator drawing on multiple industry sources. Confirms multi-year sustained market size above \$110B. statista.com
Grand View Research	North America = 21.2% of \$839.31B global market (~\$178B); U.S. is dominant market within North America	2024	"Beer Market Size, Share and Trends – Industry Report, 2030" (2025 edition)	U.S. beer market expected to grow at 6.6% CAGR through 2030. Corroborates \$110B+ U.S. figure as a conservative floor estimate. grandviewresearch.com
Beverage Industry Magazine <i>(citing NIQ data)</i>	Confirms U.S. beer as a \$110B+ category across domestic, import, craft, FMB, cider, and non-alcohol segments	2023	"2024 Beer Market Report" (published March 7, 2024)	Independent trade publication aggregating and validating NIQ retail scan data. Covers six key beer segments. bevindustry.com
IWSR (International Wine & Spirits Research)	Corroborates U.S. beer as largest single-country beer market by value; value remains robust despite modest volume softness	2024	"IWSR Preliminary Data – 2024 Beverage Alcohol Review" (published March/April 2025)	Globally recognized authoritative source on beverage alcohol data and intelligence. Beer volume in top 20 markets ~2% below pre-COVID levels as of 2024; value resilient. theiwsr.com

SUMMARY & CONCLUSION

Across six independent sources — the Brewers Association, NIQ, Statista, Grand View Research, Beverage Industry Magazine, and IWSR — the U.S. beer market is consistently

documented as exceeding \$110 billion in annual retail sales, with the most current Brewers Association figure placing the market at \$117 billion as of 2024. This convergence of data from trade associations, consumer packaged goods measurement authorities, and global research firms provides robust, multi-source substantiation of the market size claim. American Rebel Holdings, Inc., American Rebel Beverages, and American Rebel Licensing NIL I, Inc. rely on these publicly available, independently published figures for use in investor materials, licensing agreements, and regulatory submissions. The data supports the commercial opportunity represented by entry into and participation in the U.S. beer market at scale.

Prepared for investor materials and regulatory reference purposes. All figures sourced from publicly available third-party industry data.