vinetur

Bierhaus brewery expands lager production as Argentina’s beer market sees rapid growth

Golden State Lager leads company’s output while Lager Day event fosters industry collaboration and consumer interest across the country

Tuesday, April 29, 2025



Bierhaus, a leading brewery in Argentina, is driving significant growth in the country's beer market with plans to produce more than one million liters of Lager beer in 2025. According to recent industry reports, the Argentine beer market reached a value of

$4.2 billion in 2024. Projections indicate a compound annual growth rate (CAGR) of 10.7% from 2025 to 2034, with the market expected to reach $10.49 billion by 2034.

In this expanding landscape, Bierhaus stands out as a key player, recognized for its commitment to quality and innovation. The brewery's Golden State Lager has become a flagship product, reflecting Bierhaus's goal to deliver high-quality beers that meet the evolving preferences of Argentine consumers. Juan Cavallo, CEO of Bierhaus, stated that the company expects more than half of its production volume to be Golden State Lager over the next three years. He emphasized that they are on track to surpass one million liters of Lager production within that period.

Cavallo described the Golden State Lager as highly drinkable, smooth, light, and balanced in bitterness. He expressed confidence in its competitiveness and suitability for everyday enjoyment. This focus on quality and consistency aligns with broader trends in Argentina's beer sector, where consumers are increasingly seeking a wider range of flavors and styles. The demand for unique brewing techniques and diverse ingredients is reshaping the market.

Lager remains the most popular and widely sold beer style in Argentina, available in both traditional and modern variations. It is considered the quintessential industrial beer in the country and serves as a foundation for many craft breweries that have emerged in recent years. These breweries have influenced consumer habits and preferences but continue to build upon the classic Lager style.

Popular Lager varieties in Argentina include Pilsner, Märzen/Oktoberfest, Bock, Session IPL, and Hoppy Lagers. Recognizing the importance of this style, Bierhaus initiated Lager Day in Argentina. Supported by the Argentine Chamber of Craft Brewers and local producers, this event aims to strengthen industry collaboration and promote market growth. The initiative encourages consumers to explore different Lager styles and supports efforts to generate more employment and consumption within the sector.

Lager Day has become an established event among brewers and beer enthusiasts alike. It provides an opportunity for fans of Lager beers to come together and enjoy a variety of pints while celebrating one of Argentina's most enduring beer traditions. As Bierhaus continues to expand its production capacity and champion new initiatives, it is poised

to play a central role in shaping the future of Argentina’s dynamic beer market.