BREWERS ON THE RISE IN MASSACHUSETTS
According to RateBeer, Tree House Brewing and Trillium dominate, producing the top 10 rated beers. 119 existing breweries in Massachusetts, 14 opening in 2017, and 53 planned for the future. 36 breweries have tap rooms, and 8 contracts [production contracted with a larger brewery]. 71 microbreweries exist, producing 446,158 barrels of craft beer per year, which is equivalent to 2.8 gallons per 21+ adult.

Recent Leases:
- 50 Hudson Rd., Canton: 36,400 SF
- 220-240 2nd St., Chelsea: 36,000 SF
ACCORDING TO RATEBEER, TREE HOUSE BREWING AND TRILLIUM DOMINATE, PRODUCING THE TOP 10 RATED BEERS IN MA.

TRENDS

• The 20 largest breweries in MA produced 4.5 M barrels of beer* in 2016
  *includes Boston Beer Company

• The Average SF occupied by breweries is 12,087 SF

• A majority of breweries are located in industrial buildings

• In 5 years, beverage manufacturing employment in MA has increased by 61%

FASTEST GROWING BREWERIES

- LORD HOBÔ BREWING CO
- CASTLE ISLAND BREWING COMPANY
- NIGHT SHIFT BREWING
Massachusetts’ booming craft beer industry has been a boon for the local economy as well as the commercial real estate market. In five years, the industry here has more than doubled and now boasts well over 100 breweries.

The “locavore” movement, increasing demand from consumers to shop and support locally-sourced products, has certainly helped drive much of this growth. Moreover, the growing popularity of taprooms has also contributed to the industry’s success here.

While the future remains bright; with 50+ new breweries in various stages of planning in Massachusetts, the industry is certainly maturing and the years of double-digit growth may be behind us. Here are a few trends to look for in the coming years:

1. Consolidation/contraction may be on the horizon. Increasing competition, both locally and nationally, may saturate the market and result in an increasing number of brewery closures.

2. Taprooms could drive more industry growth. Per the Brewer’s Association, craft breweries sold more than 2 million barrels from taprooms and brewpubs last year. Moreover, these operations historically experienced higher growth rates. Many are predicting that brewers will continue to move toward this format in the coming years.

3. Big Beer, like Anheuser-Busch InBev, will continue to acquire craft brewers — ultimately gaining more market share.

The key takeaway seems simple: We can expect the craft beer industry to continue expanding in the future, but peak growth has likely already passed by.