

# THE GLOBAL BEER MARKET

2022 EDITION (Published January 2023. Data through 2021. Market projections through 2026.) More than 75 exhibits in Excel. Also features an executive summary.



This global beer industry research report from Beverage Marketing Corporation charts the latest developments in the worldwide beer market, with data on volume by country, continent, brewer and brand. An executive summary highlights key developments and issues including the massive industry disruption brought about by the Coronavirus pandemic.

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**HAVE QUESTIONS?**

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## THE ANSWERS YOU NEED

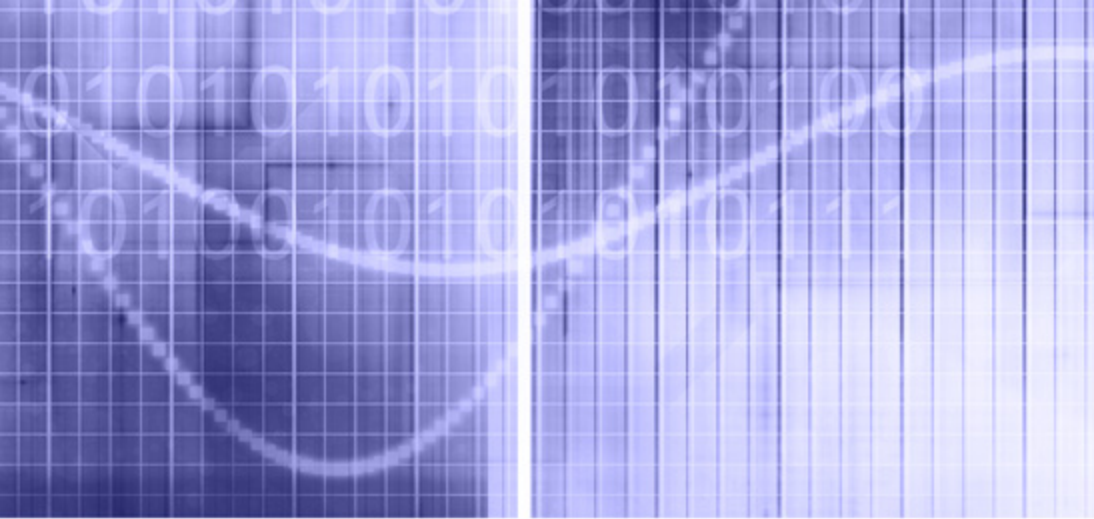
*The Global Beer Market* report provides market analysis on various aspects of international beer through reliable data and discussions of what the numbers really mean. Questions answered in the report include:

- How did the world's diverse regional and national beer markets perform in 2021?
- Which countries lead the world in beer production, overall consumption and per capita consumption?
- How have country by country global beer market share rankings changed recently?
- What are the top global brands by volume?
- Which regions are expected to grow the fastest to 2026?

## THIS REPORT FEATURES

Get a wealth of data including volume and per capita consumption by country and region with projections through 2026. Backed by Beverage Marketing's reliable data, this report facilitates a thorough understanding of all facets of the global beer market including:

- Production volume (in hectoliters), share and growth for more than 150 countries as well as consumption volume, share, growth and per capita intake for numerous selected countries.
- Production data on 50 companies as well as the world's 20 most popular beer brands. Coverage includes Anheuser-Busch InBev, Asahi, Carlsberg, China Resources Beer Company, Heineken, Kirin, Molson Coors and Tsingtao, among others.
- Data on the beer markets in the six major geographical areas (Europe, North America, Asia & Middle East, South America, Africa and Australia & Oceania), including the regions' production and consumption.
- Exclusive five-year projections for the international beer marketplace, including production estimates for the entire world as well as its major regions through 2026.



# THE GLOBAL BEER MARKET

**BEVERAGE  
MARKETING  
CORPORATION**

# The Global Beer Market

January 2023

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RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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## Global Beer Market – Trends and Headlines

### *Global Beer Headlines*

- 1 The global beer industry in recent years has been slowed by annual declines by the top two consuming nations, China and the U.S., although China turned things around – at least in 2021.
- 2 Markets closer to home, such as North and South America, have shown modest consumption growth in recent years while Asia and Europe have declined, and even formerly high-flying Africa has struggled.
- 3 While acquisition of SAB Miller by AB InBev in 2016 remains a highlight of recent years, the pace of consolidations in the beer industry has continued, making the industry on a global level less fragmented.
- 4 With increased competition, tighter regulations and evolving consumer demographics, marketers are looking more towards innovation to gain incremental volume.
- 5 Flatness in consumption can also be attributed to consumer preference toward craft beer and other beverage alcohol alternatives. Distilled spirits in particular have taken consumers away from the beer category.

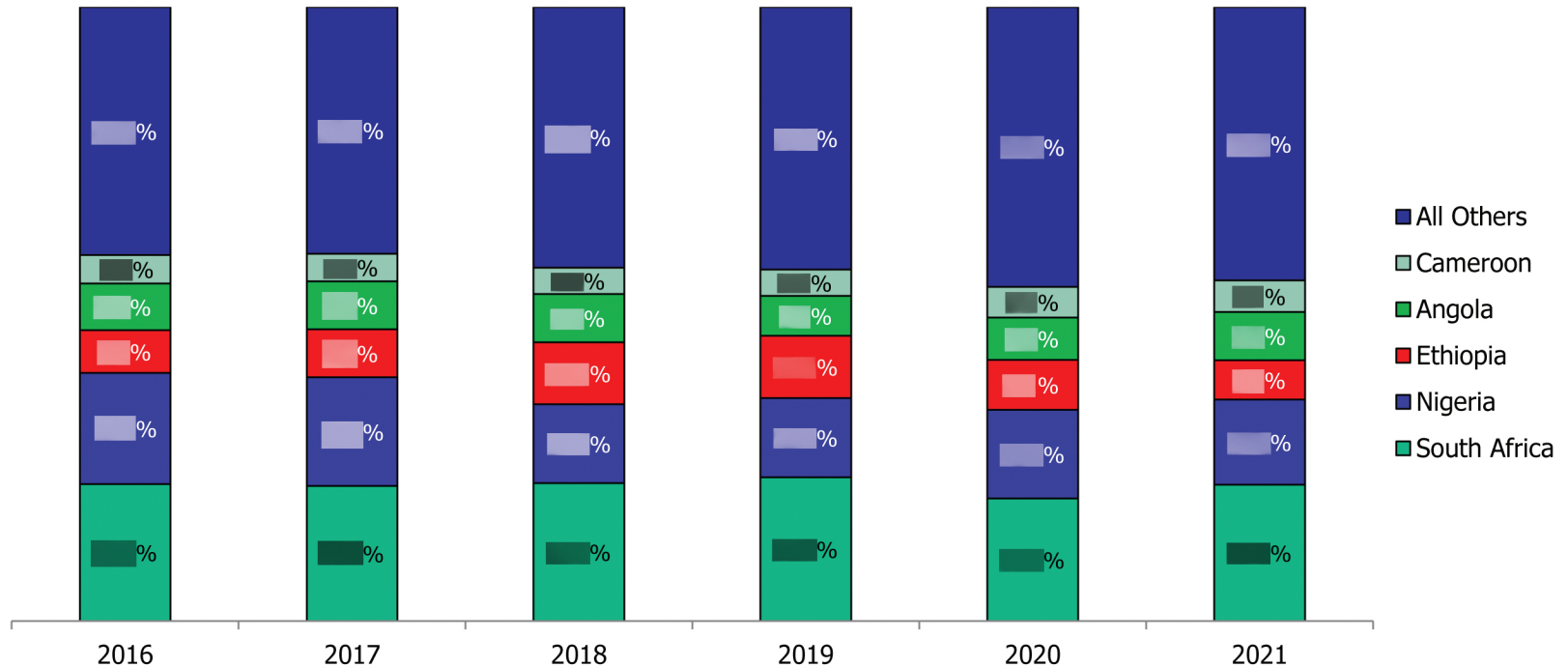
**GLOBAL BEER MARKET**  
**SHARE OF PRODUCTION BY CONTINENT**  
**2016 - 2021**

<b>Continents</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Asia/Middle East	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
Europe	35.5%	35.5%	35.5%	35.5%	35.5%	35.5%
North America	25.5%	25.5%	25.5%	25.5%	25.5%	25.5%
South America	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Africa	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Australia/Oceania	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Beverage Marketing Corporation; Productschap voor Gedistilleerde Dranken/  
 Commodity Board for the Distilled Spirits Industry (Netherlands); Joh. Barth & Sohn GmbH & Co.; S.S. Steiner

**African beer production saw declines in share by three of the top five leading countries**

**Leading African Beer Producing Countries**



Source: Beverage Marketing Corporation