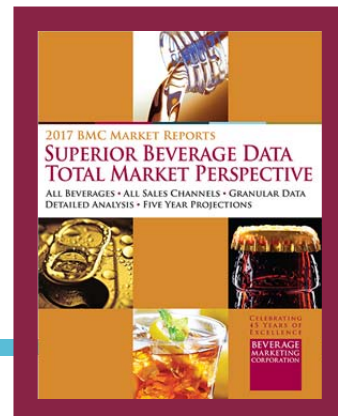


# THE GLOBAL BEER MARKET

**2017 EDITION** (Published January 2018 Data through 2016. Market projections through 2021.) More than 500 pages, with extensive text analysis, graphs, charts and tables.



This global beer industry research report from Beverage Marketing Corporation charts the latest developments, with data on volume by country, continent, brewer and brand. It provides highly detailed profiles of the leading brewers and discusses the impact of the mergers and acquisitions reshaping the industry.

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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 2016?
- 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 brands by volume?
- As consolidation has reshaped the global brewing industry, which companies have emerged as the leaders and what are their strategies?
- Which regions are expected to grow the fastest to 2021?

## THIS REPORT FEATURES

This market report investigates the increasingly consolidated international market. It provides a comprehensive look at the brewers and their brands, marketing strategies, joint ventures, contract brewing relationships, among other topics, throughout the six major regions of the world.

Get a wealth of data including volume and per capita consumption by country and region. This report analyzes the drivers likely to propel consumption growth through 2021. Backed by Beverage Marketing's reliable data, readers of this detailed market research study get 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.
- Discussion of the top international brewers — their histories, recent performance, strategies and brands — with production data on 50 companies as well as the world's 20 most popular beer brands. Coverage includes profiles of Anheuser-Busch InBev, Asahi, Carlsberg, China Resources Beer Company, Heineken, Kirin, Molson Coors and Tsingtao, among others.
- Analysis of 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 2021.

# The Global Beer Market

January 2018

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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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Countries in every part of the world produce and consume beer. A small number of nations are especially productive, but countries with significant levels of output brew and drink beer all around the globe.

- Five of the six major geographical regions of the world had countries ranking among the 20 most productive nations in 2016. Africa, Asia/Middle East, Europe, North America and South America each had one or more prominent brewing nations.
- Australia/Oceania long had a player among the top 20, but Australia has fallen off the bottom of the list as intensified output from Asian countries like Thailand and Viet Nam, Eastern European markets such as Poland and Ukraine, and African and South American nations altered the global brewing landscape. In 2016, Australia was the 28<sup>th</sup> largest brewing nation, behind 27<sup>th</sup>-place Romania. India, Nigeria and South Korea ranked among the top 20 in 2016.
- The countries that make sizeable quantities of beer generally consume proportionally large amounts as well. For example, the nine largest beer-producing countries also ranked as the nine biggest consuming countries.

Beer's apparently universal appeal obscures some definite regional differences. While brewers make and market beer on every continent, history, culture and economic development contribute decisively to the popularity of beer and the magnitude of national and regional beer markets.

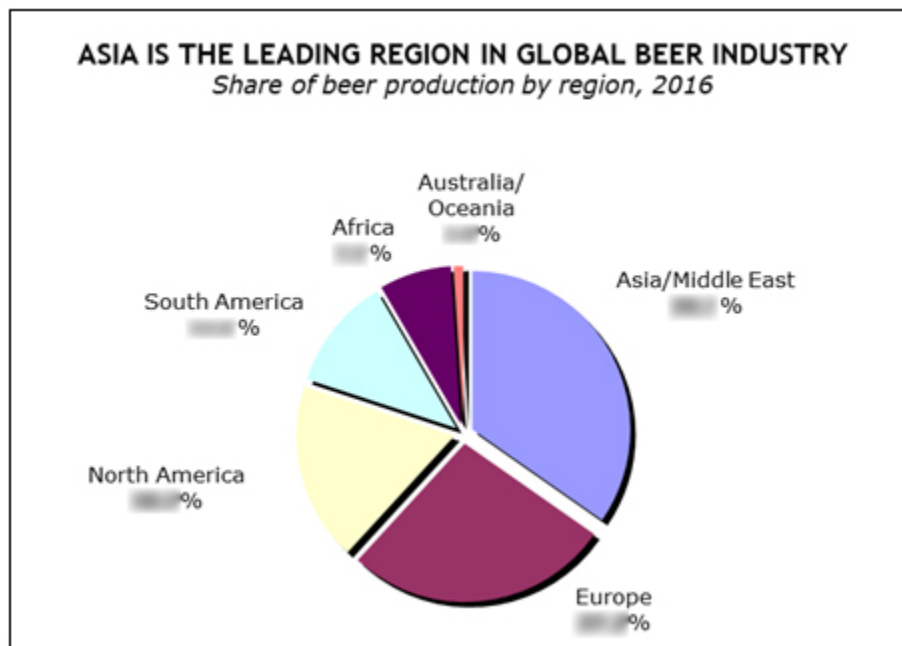
- For many years, the most economically advanced industrialized countries dominated the international beer industry. Europe long accounted for almost one-third of global beer production and out produced all other regions.
- The increasingly dynamic Asian/Middle Eastern market, which previously surpassed North America in beer production, displaced Europe as the leading beer-brewing region in 2009 with nothing to suggest that these supplanted regions will displace it at any time in the foreseeable future.
- Those countries with long traditions of beer production and consumption — which tend to be clustered in Europe — consume beer at a much higher rate than the rest of the world. That has not changed even with Asia's ascendance in output. For example, nine of the 10 countries with the highest per capita beer consumption in 2016 were located in Europe.

**GLOBAL BEER MARKET**  
**SHARE OF PRODUCTION BY CONTINENT (r)**  
**2011 – 2016**

Continents	2011	2012	2013	2014	2015	2016
Asia/Middle East	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%
Europe	25.0%	25.0%	25.0%	25.0%	25.0%	25.0%
North America	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
South America	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Africa	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Australia/Oceania	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
<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>

(r) Revised

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



Source: Beverage Marketing Corporation