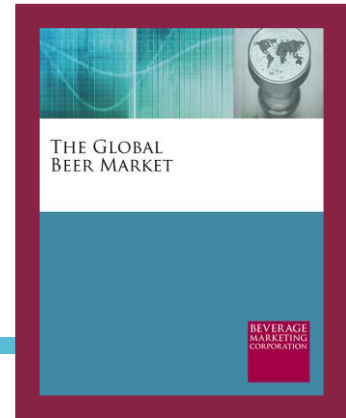


THE GLOBAL BEER MARKET

2019 EDITION (To be published December 2019 Data through 2018. Market projections through 2023.) More than 75 exhibits in Excel. Also features an executive summary.



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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 2018?
- 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?
- Which regions are expected to grow the fastest to 2023?

THIS REPORT FEATURES

Get a wealth of data including volume and per capita consumption by country and region with projections through 2023. 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.
- 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 2023.

NOTE: The 2019 edition of this report has not yet been published. **The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.**

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.



THE GLOBAL BEER MARKET

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The Global Beer Market

December 2018

BEVERAGE
MARKETING
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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 2017. 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 2017, Australia was the 27th largest brewing nation, behind 26th-place Romania. India and Nigeria ranked among the top 20 in 2017.
- 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.

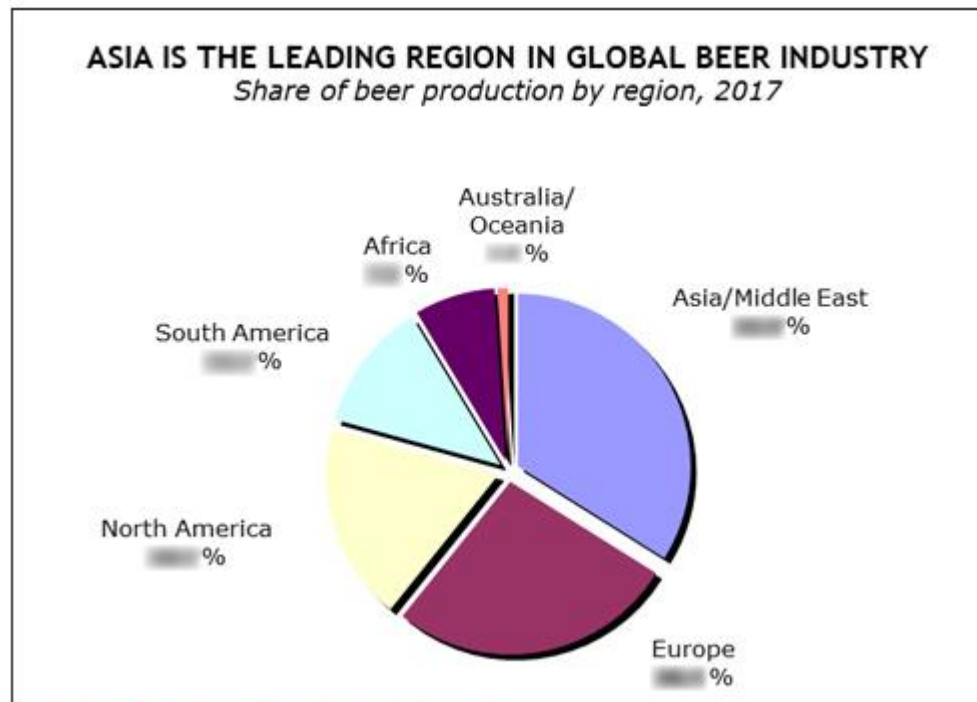
- For many years, the most economically advanced industrialized countries dominated the international beer industry. Europe long accounted for almost one-third of global beer production and out produced all other regions.
- The increasingly dynamic Asian/Middle Eastern market, which previously surpassed 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, the 10 countries with the highest per capita beer consumption in 2017 were located in Europe.

**GLOBAL BEER MARKET
SHARE OF PRODUCTION BY CONTINENT (r)
2012 – 2017**

| Continents | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Asia/Middle East | 35.0% | 36.0% | 37.0% | 38.0% | 39.0% | 40.0% |
| Europe | 25.0% | 24.0% | 23.0% | 22.0% | 21.0% | 20.0% |
| North America | 15.0% | 14.0% | 13.0% | 12.0% | 11.0% | 10.0% |
| 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% |
| TOTAL | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

(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