

THE GLOBAL BEER MARKET

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



This global beer industry research report charts the latest developments, with data on volume by country, continent, brewer and brand. An executive summary highlights key developments.

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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.



THE GLOBAL BEER MARKET

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MARKETING
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The Global Beer Market

December 2019



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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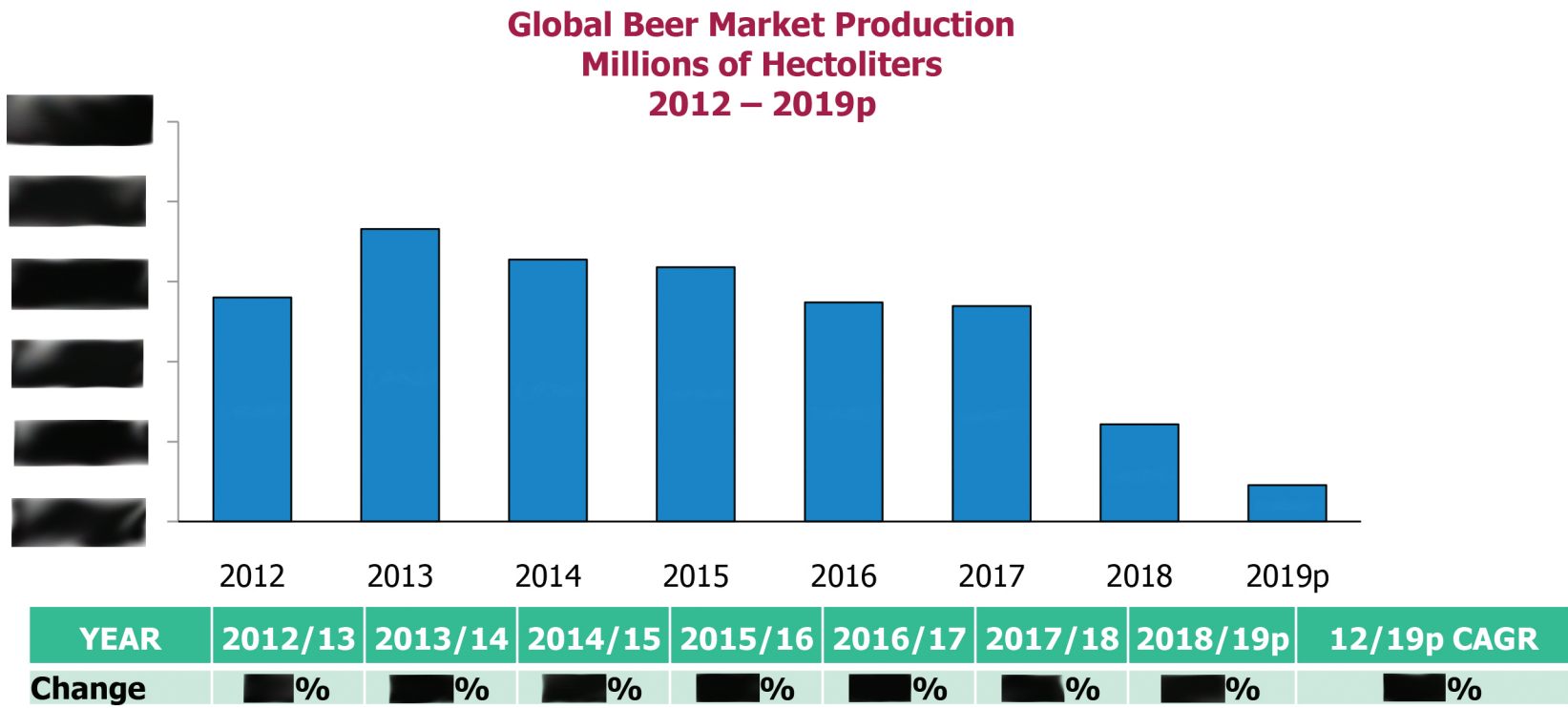
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Global Beer Market – Trends and Headlines

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.
- 2** Traditional markets, such as North America, remained flat in recent years while Asia has declined and Africa has seen a recent uptick in consumption
- 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 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** Declines in consumption can also be attributed to consumer preference toward craft beer and other beverage alcohol alternatives. Distilled spirits in particular that have taken consumers away from the category.

Global beer production volume declined by █% in 2018 to █ hectoliters and is expected to decline at a lesser rate in 2019



p: Preliminary; CAGR: Compound annual growth rate
Source: Beverage Marketing Corporation



Exhibit 1.5

**GLOBAL BEER MARKET
SHARE OF PRODUCTION BY CONTINENT
2013 – 2018**

Continents	2013	2014	2015	2016	2017	2018
Asia/Middle East	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%
Europe	34.5%	34.5%	34.5%	34.5%	34.5%	34.5%
North America	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
South America	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Africa	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Australia/Oceania	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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