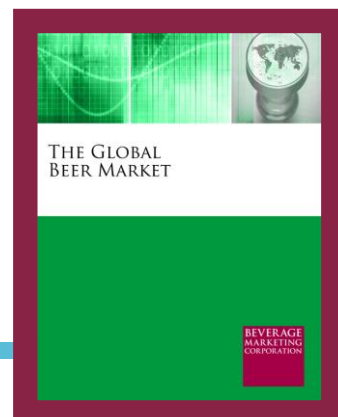


THE GLOBAL BEER MARKET

2023 EDITION (To be published January 2024. Data through 2022. Market projections through 2027.) 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

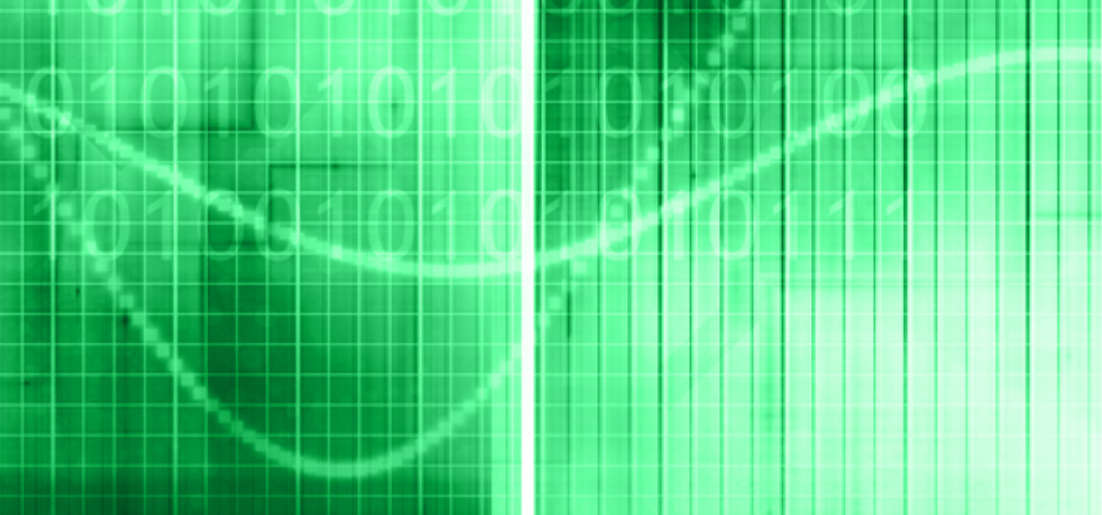
The Global Beer Market report provides market analysis on various aspects of international beer through reliable data and discussions of what the numbers really mean. Questions answered in the report include:

- How did the world's diverse regional and national beer markets perform in 2022?
- 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 2027?

THIS REPORT FEATURES

Get a wealth of data including volume and per capita consumption by country and region with projections through 2027. 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 2027.



THE GLOBAL BEER MARKET

**BEVERAGE
MARKETING
CORPORATION**

NOTE: The 2023 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 2023 edition you receive will have updated data through 2022 and projections through 2027 where applicable.

The Global Beer Market

January 2023

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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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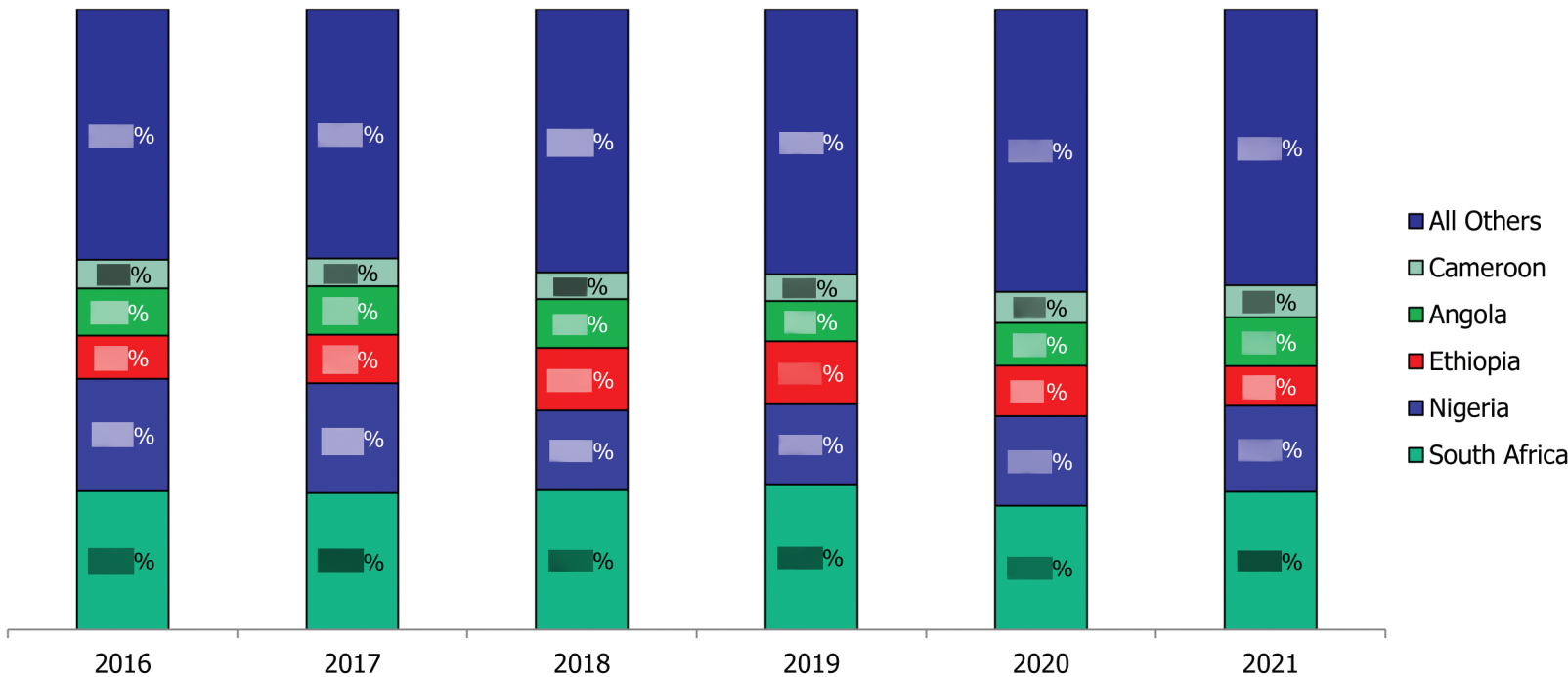
GLOBAL BEER MARKET
SHARE OF PRODUCTION BY CONTINENT
2016 - 2021

Continents	2016	2017	2018	2019	2020	2021
Asia/Middle East	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
Europe	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
North America	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
South America	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
Africa	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
Australia/Oceania	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%
TOTAL	28.5%	28.5%	28.5%	28.5%	28.5%	28.5%

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

