As beer industry globalization continues apace, this global beer industry research 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. It also offers Beverage Marketing’s five-year market projections through 2019.
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 BMC’s global beer industry report include:

- How did the world’s diverse regional and national beer markets perform in 2014?
- 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 2019?

This report features

*The Global Beer Market* delves into the increasingly consolidated international market, providing 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. BMC’s global beer report offers a wealth of data include volume and per capita consumption by country and region. The report analyzes the drivers likely to propel consumption growth through 2019. Backed by Beverage Marketing’s reliable data, users of this detailed global beer 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, Heineken, Kirin, Molson Coors, SABMiller 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 2019
The Global Beer Market
January 2016

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.
Table of Contents
# The Global Beer Market

## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE OF CONTENTS</td>
<td>i</td>
</tr>
<tr>
<td>DEFINITIONS USED IN THIS REPORT</td>
<td>vii</td>
</tr>
<tr>
<td>INTRODUCTION</td>
<td>xix</td>
</tr>
</tbody>
</table>

## Chapter

### 1. The Global Beer Market

The International Beer Market

- Overview                                                               | 1    |
- Volume                                                                 | 3    |
- Growth                                                                 | 4    |
- Per Capita Consumption                                                | 5    |

The Regional Beer Markets

- Trends by Continent                                                   | 6    |
- Trends by Country                                                     | 8    |

Global Beer Consumption

- Consumption by Country                                                | 10   |
- Per Capita Consumption                                                | 12   |

**Exhibits**

1.1 Global Beer Market Production Volume and Growth 1980 – 2014           | 14   |
1.3 Global Beer Market Per Capita Consumption 1980 – 2014                 | 16   |
1.4 Global Beer Market Production by Continent 2009 – 2014                 | 17   |
1.5 Global Beer Market Share of Production by Continent 2009 – 2014       | 18   |
1.6 Global Beer Market Change in Production by Continent 2010 – 2014       | 19   |
1.7 Global Beer Market Production by Country 2009 – 2014                   | 20   |
1.9 Global Beer Market Change in Production by Country 2010 – 2014          | 28   |
1.10 Global Beer Market Consumption by Selected Countries 2009 – 2014      | 32   |
1.11 Global Beer Market Share of Consumption by Selected Countries 2009 – 2014 | 34   |
1.12 Global Beer Market Change in Consumption by Selected Countries 2010 – 2014 | 36   |
1.13 Global Beer Market Per Capita Consumption by Selected Countries 2009 – 2014 | 38   |

### 2. The Leading Global Brewers and Their Brands

The World’s Leading Brewers

- Overview                                                               | 40   |
- Brands                                                                 | 44   |

**Anheuser-Busch InBev**

- Overview                                                               | 47   |
- Marketing                                                              | 112  |

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Chapter

2. THE LEADING GLOBAL BREWERS AND THEIR BRANDS (cont’d)

SABMiller
- Overview ................................................................. 125
- Marketing ............................................................... 173

Carlsberg Breweries A/S
- Overview ................................................................. 183
- Marketing ............................................................... 227

Heineken N.V.
- Overview ................................................................. 229
- Marketing ............................................................... 296

Molson Coors Brewing Company
- Overview ................................................................. 303
- Marketing ............................................................... 313

Tsingtao Breweries
- Overview ................................................................. 323
- Marketing ............................................................... 327

Asahi Breweries
- Overview ................................................................. 329
- Marketing ............................................................... 336

Kirin Brewery
- Overview ................................................................. 341
- Marketing ............................................................... 347

Yanjing Brewery
- Overview ................................................................. 355

Sapporo Breweries
- Overview ................................................................. 358
- Marketing ............................................................... 358

Exhibits
2.16 Global Beer Market Change in Production by Leading Brewers 2010 – 2014 ........ 368

3. THE EUROPEAN BEER MARKET
Europe’s Beer Market .................................................. 373
- Overview ................................................................. 373
- Production by Country ............................................. 374
3. THE EUROPEAN BEER MARKET (cont’d)

Europe’s Beer Market (cont’d)
- Consumption by Country----------------------------------------------- 376
- Per Capita Consumption----------------------------------------------- 377

Europe’s Brewers----------------------------------------------- 379

Exhibits
3.20 European Beer Market Production by Country 2009 – 2014 ------------- 381
3.23 European Beer Market Consumption by Selected Countries 2009 – 2014----- 384
3.25 European Beer Market Change in Consumption by Selected Countries 2010 – 2014  386
3.26 European Beer Market Per Capita Consumption by Selected Countries 2009 – 2014  387
3.27 European Beer Market Production by Leading Brewers 2009 – 2014--------- 388
3.28 European Beer Market Change in Production by Leading Brewers 2010 – 2014 ---- 389

4. THE ASIAN AND MIDDLE EASTERN BEER MARKETS

Asia and the Middle East’s Beer Markets-------------------------------------- 390
- Overview--------------------------------------------------------------- 390
- Production by Country--------------------------------------------------- 395
- Consumption by Country-------------------------------------------------- 397
- Per Capita Consumption--------------------------------------------------- 398

Asian and Middle Eastern Brewers------------------------------------------ 400

Exhibits
4.29 Asian/Middle Eastern Beer Market Production by Country 2009 – 2014------- 402
4.30 Asian/Middle Eastern Beer Market Share of Production by Country 2009 – 2014 403
4.31 Asian/Middle Eastern Beer Market Change in Production by Country 2010 – 2014 404
4.32 Asian/Middle Eastern Beer Market Consumption by Selected Countries 2009 – 2014 405
4.33 Asian/Middle Eastern Beer Market Share of Consumption by Selected Countries 2009 – 2014 406
4.34 Asian/Middle Eastern Beer Market Change in Consumption by Selected Countries 2010 – 2014 407
4.35 Asian/Middle Eastern Beer Market Per Capita Consumption by Selected Countries 2009 – 2014 408
4.36 Asian Beer Market Production by Leading Brewers 2009 – 2014----------- 409
4.37 Asian Beer Market Change in Production by Leading Brewers 2010 – 2014----- 410
# TABLE OF CONTENTS

## Chapter

### 5. THE NORTH AMERICAN BEER MARKET

North America’s Beer Market

- Overview
- Production by Country
- Consumption by Country
- Per Capita Consumption

North America’s Brewers

### Exhibits


5.43 North American Beer Market Change in Consumption by Selected Countries 2010 – 2014

5.44 North American Beer Market Per Capita Consumption by Selected Countries 2009 – 2014


### 6. THE SOUTH AMERICAN BEER MARKET

South America’s Beer Market

- Overview
- Production by Country
- Consumption by Country
- Per Capita Consumption

South America’s Brewers

### Exhibits


6.50 South American Beer Market Consumption by Selected Countries 2009 – 2014


6.52 South American Beer Market Change in Consumption by Selected Countries 2010 – 2014
Chapter

6. THE SOUTH AMERICAN BEER MARKET (cont’d)
   Exhibits (cont’d)
   6.53 South American Beer Market Per Capita Consumption by Selected Countries
       2009 – 2014 ................................................................. 444
   6.54 South American Beer Market Production by Leading Brewers 2009 – 2014 -------- 445
   6.55 South American Beer Market Change in Production by Leading Brewers
       2010 – 2014 ................................................................ 446

7. THE AFRICAN BEER MARKET
   Africa’s Beer Market ......................................................... 447
   • Overview ................................................................. 447
   • Production by Country ............................................. 449
   • Consumption by Country ......................................... 452
   • Per Capita Consumption .......................................... 453
   Africa’s Brewers .......................................................... 454
   Exhibits
   7.60 African Beer Market Share of Consumption by Selected Countries 2009 – 2014 462
   7.61 African Beer Market Change in Consumption by Selected Countries 2010 – 2014 463
   7.64 African Beer Market Change in Production by Leading Brewers 2010 – 2014 466

8. THE AUSTRALIAN AND OCEANIAN BEER MARKETS
   Australia and Oceania’s Beer Markets ......................................................... 467
   • Overview ................................................................. 467
   • Production by Country ............................................. 467
   • Consumption by Country ......................................... 469
   • Per Capita Consumption .......................................... 469
   Australia and Oceania’s Brewers ......................................................... 470
   Exhibits
   8.67 Australian/Oceanian Beer Market Change in Production by Country 2010 – 2014 473
   8.68 Australian/Oceanian Beer Market Consumption by Selected Countries 2009 – 2014 474
Chapter

8. THE AUSTRALIAN AND OCEANIAN BEER MARKETS (cont’d)

Exhibits (cont’d)

8.69 Australian/Oceanian Beer Market Share of Consumption by Selected Countries
2009 – 2014 ____________________________________________________________ 475

8.70 Australian/Oceanian Beer Market Change in Consumption by Selected Countries
2010 – 2014 ____________________________________________________________ 476

8.71 Australian/Oceanian Beer Market Per Capita Consumption by Selected Countries
2009 – 2014 ____________________________________________________________ 477

8.72 Australian/Oceanian Beer Market Production by Leading Brewers 2009 – 2014 ---- 478

8.73 Australian/Oceanian Beer Market Change in Production by Leading Brewers
2010 – 2014 ____________________________________________________________ 479

9. THE PROJECTED GLOBAL BEER MARKET

The Projected International Beer Market ______________________________________ 480
• Overview ______________________________________________________________ 480
• The Global Market ______________________________________________________ 483
• The Regional Markets ____________________________________________________ 484

Exhibits

9.77 Projected Global Beer Market Production and Compound Annual Growth by
Continent 2009 – 2019 ____________________________________________________ 492
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 2014. 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 2014, Australia was the 28th largest brewing nation, behind 24th-place Belgium-Luxembourg. Viet Nam, Nigeria and Thailand ranked among the top 20 in 2014.

- The countries that make sizeable quantities of beer generally consume proportionally large amounts as well. For example, with the exception of one country, the 10 largest beer-producing countries also ranked as the 10 biggest consuming countries. (Top-10 producer Viet Nam still ranked as the 11th biggest consumer.)

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 it won’t continue to enlarge its share of global beer volume for the indefinite 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 2014 were located in Europe.

- Moreover, the countries with the highest rate of beer consumption imbibe a far greater amount of beer than the global average. Residents of the country with the highest per capita consumption – the Czech Republic – drank five and a half times as much beer annually as the 2014 international average. Although China stands first in both beer production and overall consumption, Czech consumers also drank nearly four times as much beer as did the Chinese, who realized an average intake level higher than the global standard for the first time in 2005.

- Simultaneously, some of the fastest growth in consumption is occurring in developing markets, while the most developed markets are seeing little, if any, growth.
### GLOBAL BEER MARKET

**SHARE OF PRODUCTION BY CONTINENT (r)**

**2009 – 2014**

<table>
<thead>
<tr>
<th>Continents</th>
<th>2009 %</th>
<th>2010 %</th>
<th>2011 %</th>
<th>2012 %</th>
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*(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*

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### ASIA IS THE LEADING REGION IN GLOBAL BEER INDUSTRY

*Share of beer production by region, 2014*

[Diagram showing beer production by region with Asia leading at XX%]  

*Source: Beverage Marketing Corporation*