



EUROPEAN BEER TRENDS

STATISTICS REPORT | 2021 EDITION



THE BREWERS OF EUROPE

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**PIERRE-OLIVIER BERGERON**

Secretary General,
The Brewers of Europe

Dear Reader,

At the start of 2020, who would have thought that our lives would be completely overturned by a pandemic? We all had hopes and dreams that year, but many of them were put on hold as we adapted to a new reality of lockdowns, quarantines and confinements. In the brewing sector, it was not just our production processes that paused, but our markets, as bars, cafés and restaurants closed for months on end.

This extraordinary moment is charted in the 2021 Edition of our European Beer Trends Statistics Report. Until 2020, our sector was enjoying renaissance, as both production and consumption of beer in Europe grew year on year. But this steady rise came to a stuttering halt as the pandemic hit.

Our figures lay bare the extent of the damage done to Europe's beer sector. The statistics show that combined beer sales in the European Union, the United Kingdom, Switzerland, Norway and Turkey fell from 385.5 million hectolitres (billion litres) to 354.5 million hl. That is a drop of a staggering 3 billion litres, representing a collapse in beer sales of more than 8%.

The hospitality sector took the brunt of the damage. By mid-March 2020, almost all of Europe's bars, cafés and restaurants were closed, and would not reopen until around May. The second wave in the autumn forced them to close again in October 2020, sometimes only reopening from April 2021. The result was an average 40% drop in beer hospitality sales in 2020, which was only marginally recouped by supermarket beer sales.

These closures impacted the whole social economy: people's livelihoods, government tax revenues and citizens' wellbeing were hit as communities shut down, Europeans self-isolated, culture was curtailed and social lives ground to a standstill.

As our report reveals, the steady rise in brewing sector-generated employment also went into reverse in 2020. Until then, we had seen six years of growth and stabilisation across the beer market, as it recovered after the 2009 economic crisis.

The diverse expansion of the beer culture also stalled in 2020. The previous decade had seen a flowering of start-ups and innovation in the sector. Indeed, for five consecutive years, over 1,000 new breweries opened annually across Europe, almost doubling the total between 2014 and 2019. However, in 2020 this entrepreneurial boom came to a staggering halt. At the end of 2020, there were some 12,473 active breweries across Europe – but just 225 new breweries had opened during the previous 12 months.

These numbers reveal the huge impact of the pandemic on the beer sector. There is no doubt how much it hurt brewers. But they are steadfast and resilient. There is huge potential in the sector. Europe Economics' Covid impact report published earlier this year showed that if beer hospitality is given the support it needs to get back on its feet, it could bring back over 800,000 jobs, €13 billion in value-added and €11 billion in government tax revenues.

However, this support is still needed. The year 2021 has shown some growth, but initial figures indicate the beer numbers are still far below 2019 levels. Even though we are already looking to the end of the pandemic, the impact of the measures is still being felt: restrictions are returning in many countries and consumer confidence remains low amongst some groups.

With the right framework, brewers can though bounce back and lead Europe's recovery. We are optimistic about the future. Like everyone else, brewers have taken a hit. But our fundamentals are solid, and we will be back, stronger than ever.

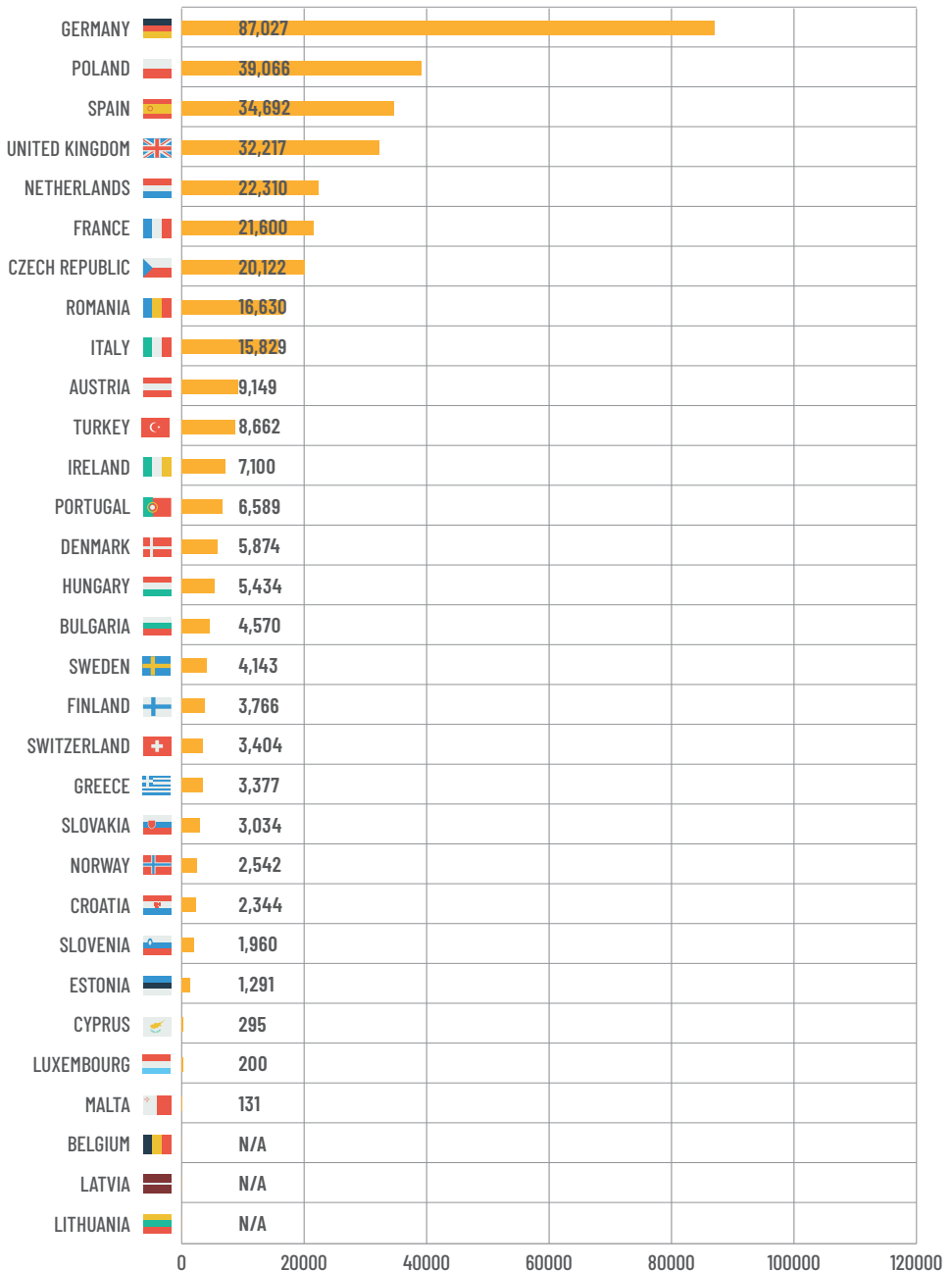

































Pierre-Olivier Bergeron
Secretary General, The Brewers of Europe

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BEER PRODUCTION 2020

(in 1,000 HL)



COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	9,001	9,023	9,227	9,312	9,472	9,516	9,149
 BELGIUM	18,207	19,811	20,616	N/A	N/A	N/A	N/A
 BULGARIA	4,890	4,960	5,180	5,020	5,070	4,874	4,570
 CROATIA	3,405	3,379	3,348	3,395	3,434	3,239	2,344
 CYPRUS	318	341	365	383	398	388	295
 CZECH REPUBLIC	19,129	19,530	20,475	20,322	21,272	21,604	20,122
 DENMARK	6,110	5,970	6,200	6,060	6,040	5,862	5,874
 ESTONIA	1,608	1,398	1,416	1,369	1,287	1,293	1,291
 FINLAND	4,010	3,970	4,100	4,036	3,924	3,814	3,766
 FRANCE	19,850	20,300	20,650	21,000	22,000	22,300	21,600
 GERMANY	95,274	95,623	94,957	93,013	93,652	91,610	87,027
 GREECE	3,700	3,820	3,827	3,800	3,933	4,075	3,377
 HUNGARY	6,239	5,965	6,239	6,279	6,157	5,994	5,434
 IRELAND	7,288	7,755	7,680	8,019	8,322	8,240	7,100
 ITALY	13,521	14,286	14,516	15,700	16,448	17,288	15,829
 LATVIA	968	856	739	820	823	764	N/A
 LITHUANIA	3,172	3,108	2,999	2,727	2,904	3,124	N/A
 LUXEMBOURG	271	287	290	290	293	288	200
 MALTA	146	154	170	175	181	186	131
 NETHERLANDS	23,726	24,012	24,559	24,313	24,912	24,128	22,310
 POLAND	40,075	40,890	41,369	40,382	41,482	40,411	39,066
 PORTUGAL	7,290	6,465	6,474	6,994	6,758	7,103	6,589
 ROMANIA	14,750	15,950	15,780	16,050	16,600	16,690	16,630
 SLOVAKIA	2,880	2,864	3,014	3,103	2,902	3,195	3,034
 SLOVENIA	2,098	2,029	1,696	1,399	1,973	2,021	1,960
 SPAIN	33,614	34,888	36,344	37,391	38,134	39,516	34,692
 SWEDEN	4,643	4,689	4,442	4,421	4,480	4,395	4,143
TOTAL EU 27	346,183	352,323	356,672	≈ 356,389	≈ 363,467	≈ 362,534	≈ 341,037
 NORWAY	2,250	2,290	2,361	2,199	2,456	2,377	2,542
 SWITZERLAND	3,432	3,438	3,422	3,464	3,659	3,675	3,404
 TURKEY	10,252	9,819	9,567	9,597	9,700	8,750	8,662
 UNITED KINGDOM	41,204	41,270	38,084	40,480	40,885	39,247	32,217
TOTAL ALL	403,321	409,140	410,106	≈ 412,129	≈ 420,167	≈ 416,583	≈ 387,862

Slovenia data does not cover craft brewer production which represents less than 1% of the market.

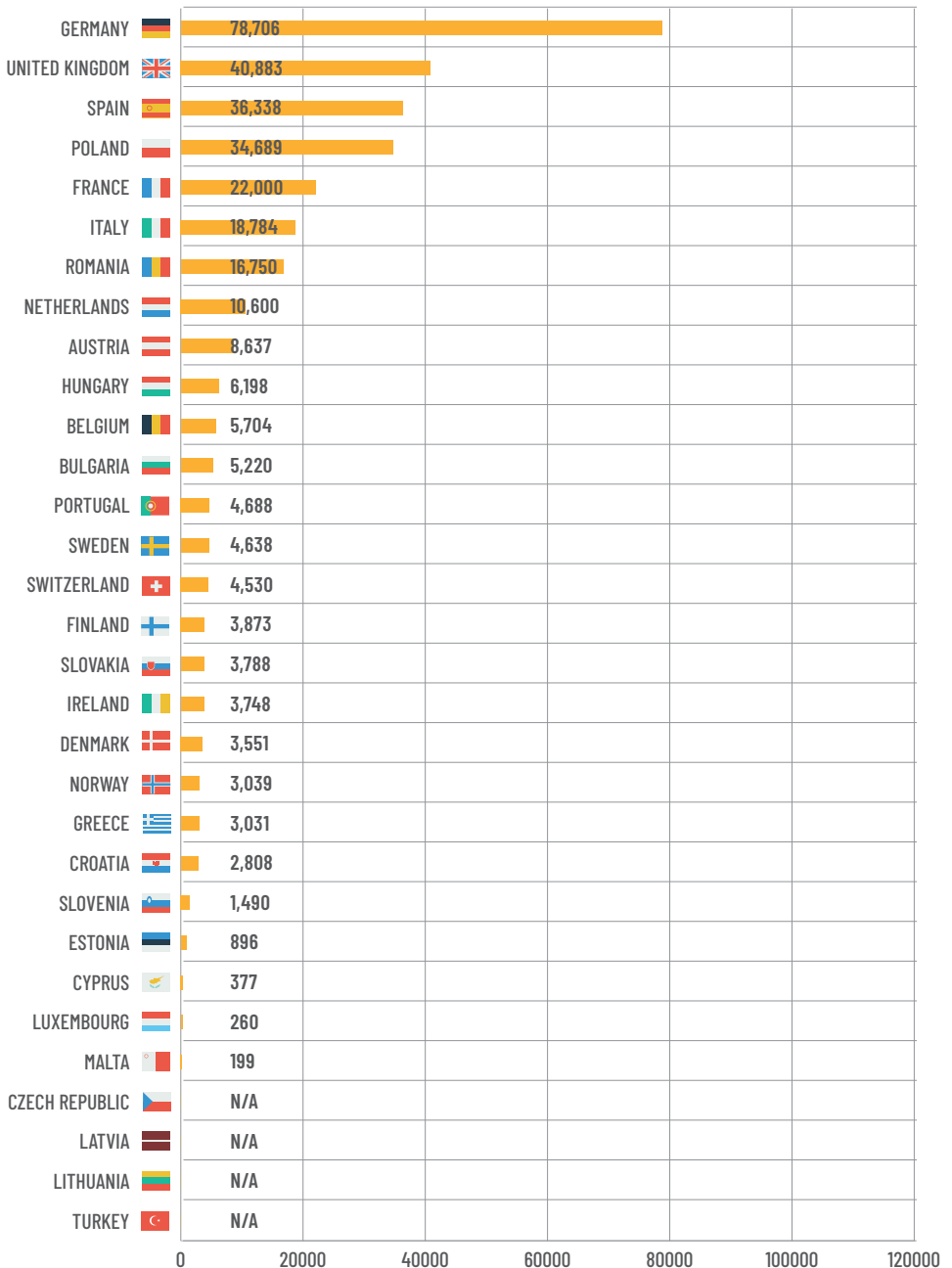
Austrian, German, Lithuanian and UK definitions meet the customs code definition.
































Bulgarian, Czech, Greek, Slovenian and Spanish 'beer' comprises alcohol-free beer, low alcohol and non-alcohol beers and beer mixes (including Radlers).

Belgian, Estonian, French, Swedish, Maltese and Portuguese 'beer' comprises alcohol-free beer, low alcohol and non alcohol beers.

Norwegian 'beer' comprises alcohol-free beer, low alcohol and non-alcohol beers from 0.0% ABV to 2.7% ABV.

Finnish 'beer' comprises alcohol-free beer, low alcohol and non-alcohol beers and beer mixes of the members of the association who represent about 91% of the market sales.



COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	8,885	8,977	9,030	8,984	9,190	9,173	8,637
 BELGIUM	8,095	7,951	7,689	7,013	7,022	7,007	5,704
 BULGARIA	5,230	5,300	5,500	5,400	5,500	5,455	5,220
 CROATIA	3,218	3,322	3,292	3,398	3,611	3,585	2,808
 CYPRUS	425	457	468	515	524	532	377
 CZECH REPUBLIC	15,768	15,703	15,875	15,518	15,936	16,084	N/A
 DENMARK	3,650	3,430	3,680	3,580	3,600	3,588	3,551
 ESTONIA	931	900	888	905	935	892	896
 FINLAND	4,244	4,209	4,208	4,132	4,044	3,976	3,873
 FRANCE	19,956	20,600	21,190	21,500	23,500	23,600	22,000
 GERMANY	86,512	86,018	85,532	83,582	84,649	82,933	78,706
 GREECE	3,845	3,825	3,882	3,801	3,849	3,942	3,031
 HUNGARY	5,793	6,541	6,704	6,757	6,886	7,124	6,198
 IRELAND	4,481	4,414	4,576	4,479	4,630	4,537	3,748
 ITALY	17,755	18,914	19,029	19,825	20,462	21,215	18,784
 LATVIA	1,555	1,523	1,510	1,604	N/A	N/A	N/A
 LITHUANIA	2,784	2,680	2,532	2,213	N/A	N/A	N/A
 LUXEMBOURG	308	300	312	340	362	370	260
 MALTA	211	218	231	247	270	268	199.0
 NETHERLANDS	11,326	11,696	11,871	11,935	12,269	12,320	10,600
 POLAND	37,644	37,706	37,903	37,223	38,360	37,949	34,689
 PORTUGAL	4,764	4,741	4,891	5,251	5,271	5,478	4,688
 ROMANIA	14,900	15,800	15,800	16,110	16,600	16,700	16,750
 SLOVAKIA	3,720	3,956	3,708	3,914	3,963	3,980	3,788
 SLOVENIA	1,615	1,583	1,635	1,608	1,653	1,623	1,490
 SPAIN	36,315	37,456	38,510	39,373	39,953	41,289	36,338
 SWEDEN	4,399	4,368	4,454	4,542	4,646	4,615	4,638
TOTAL EU 27	308,330	312,588	314,899	313,748	≈ 321,502	≈ 322,052	≈ 296,873
 NORWAY	2,504	2,536	2,666	2,616	2,845	2,799	3,039
 SWITZERLAND	4,657	4,624	4,605	4,623	4,715	4,736	4,530
 TURKEY	9,680	9,082	9,003	9,151	N/A	N/A	N/A
 UNITED KINGDOM	43,752	43,762	43,731	45,924	47,772	47,119	40,883
TOTAL ALL	368,923	372,592	374,904	376,062	≈ 385,985	≈ 385,857	≈ 354,476

Slovenia data does not cover craft brewer production which represents less than 1% of the market.

Austrian, German, Lithuanian and UK definitions meet the customs code definition.

Bulgarian, Czech, Greek, Slovenian and Spanish 'beer' comprises alcohol-free beer, low alcohol and non-alcohol beers and beer mixes (including Radlers).

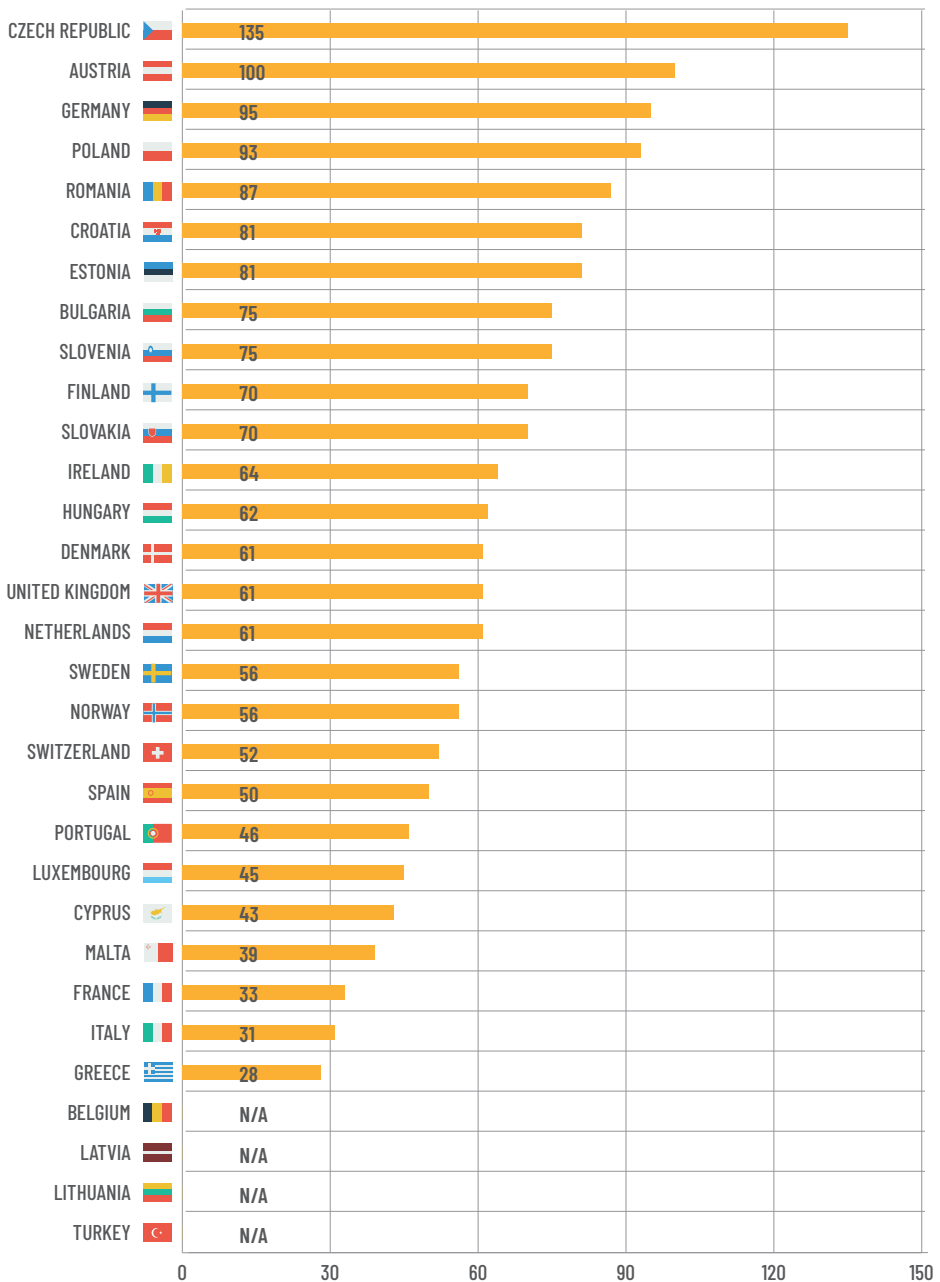
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BEER CONSUMPTION PER CAPITA 2020

(Litres)



BEER CONSUMPTION PER CAPITA 2014 - 2020

(Litres)

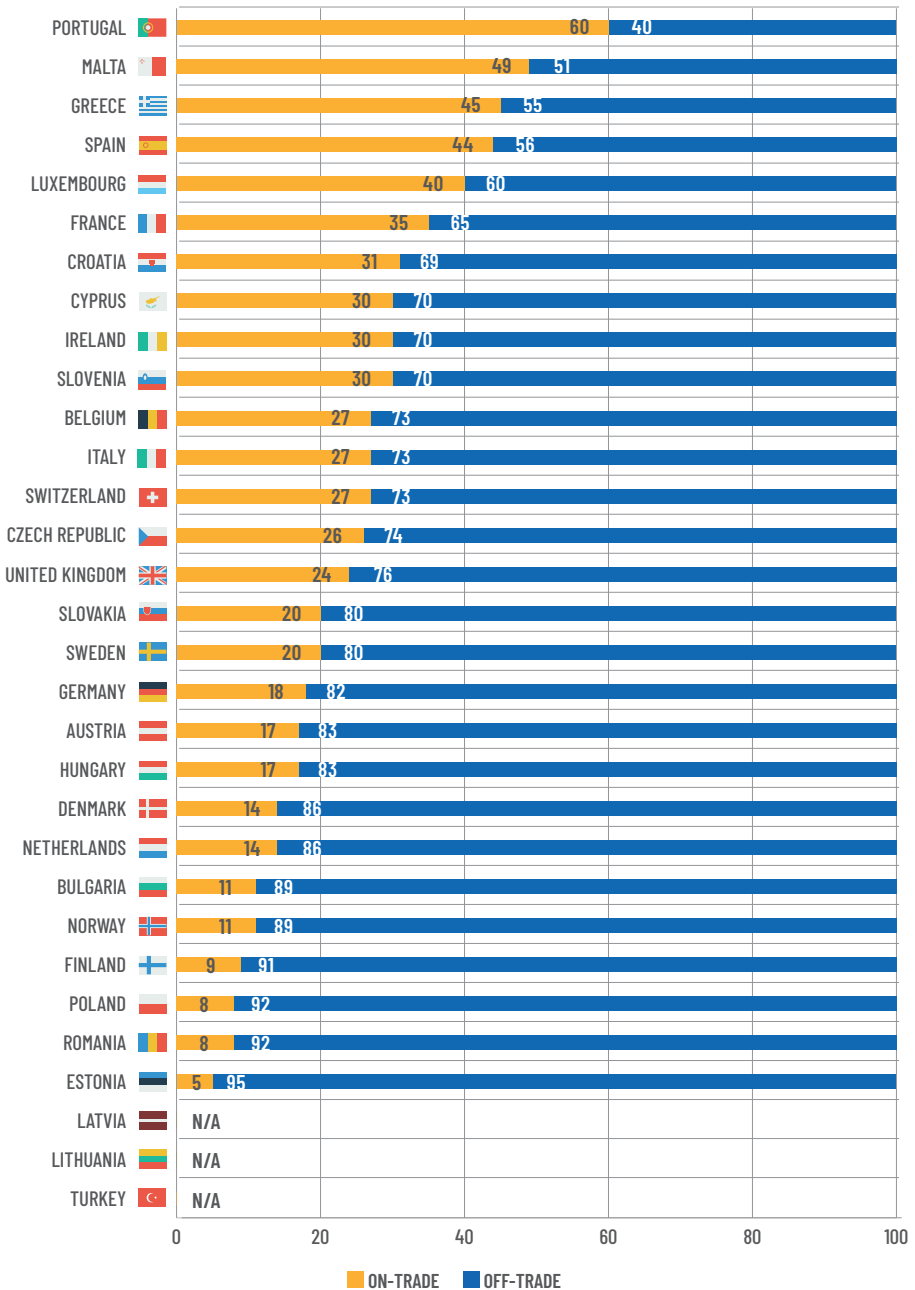
COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	107	107	106	105	107	107	100
 BELGIUM	72	71	68	N/A	N/A	N/A	N/A
 BULGARIA	72	74	76	74	75	74	75
 CROATIA	80	77	75	79	84	88	81
 CYPRUS	49	54	55	58	59	59	43
 CZECH REPUBLIC	144	143	143	138	141	142	135
 DENMARK	65	60	62	62	62	62	61
 ESTONIA	84	82	80	82	80	81	81
 FINLAND	78	77	77	75	73	72	70
 FRANCE	30	31	32	33	33	33	33
 GERMANY	107	106	104	101	102	100	95
 GREECE	35	35	36	35	36	37	28
 HUNGARY	59	65	66	67	68	71	62
 IRELAND	81	80	81	79	80	77	64
 ITALY	29	31	31	33	34	35	31
 LATVIA	78	78	78	79	N/A	N/A	N/A
 LITHUANIA	95	92	88	N/A	N/A	N/A	N/A
 LUXEMBOURG	76	76	74	76	72	69	45
 MALTA	48	50	53	52	55	52	39
 NETHERLANDS	68	68	69	70	71	71	61
 POLAND	98	98	98	97	100	98	93
 PORTUGAL	46	46	47	51	51	53	46
 ROMANIA	74	80	80	82	85	86	87
 SLOVAKIA	69	73	68	72	74	75	70
 SLOVENIA	78	77	79	78	80	82	75
 SPAIN	N/A	47	46	49	52	52	50
 SWEDEN	48	47	51	55	58	57	56
 NORWAY	49	49	51	50	54	57	56
 SWITZERLAND	56	55	55	54	55	55	52
 TURKEY	13	12	12	11	11	N/A	N/A
 UNITED KINGDOM	68	67	67	70	72	71	61
































The **Spanish** info is provided by the Ministry of Agriculture.

Estonia: calculation on 15+ years of age.

Slovenia: on total population basis.

Sweden: including no- and low- alcohol.

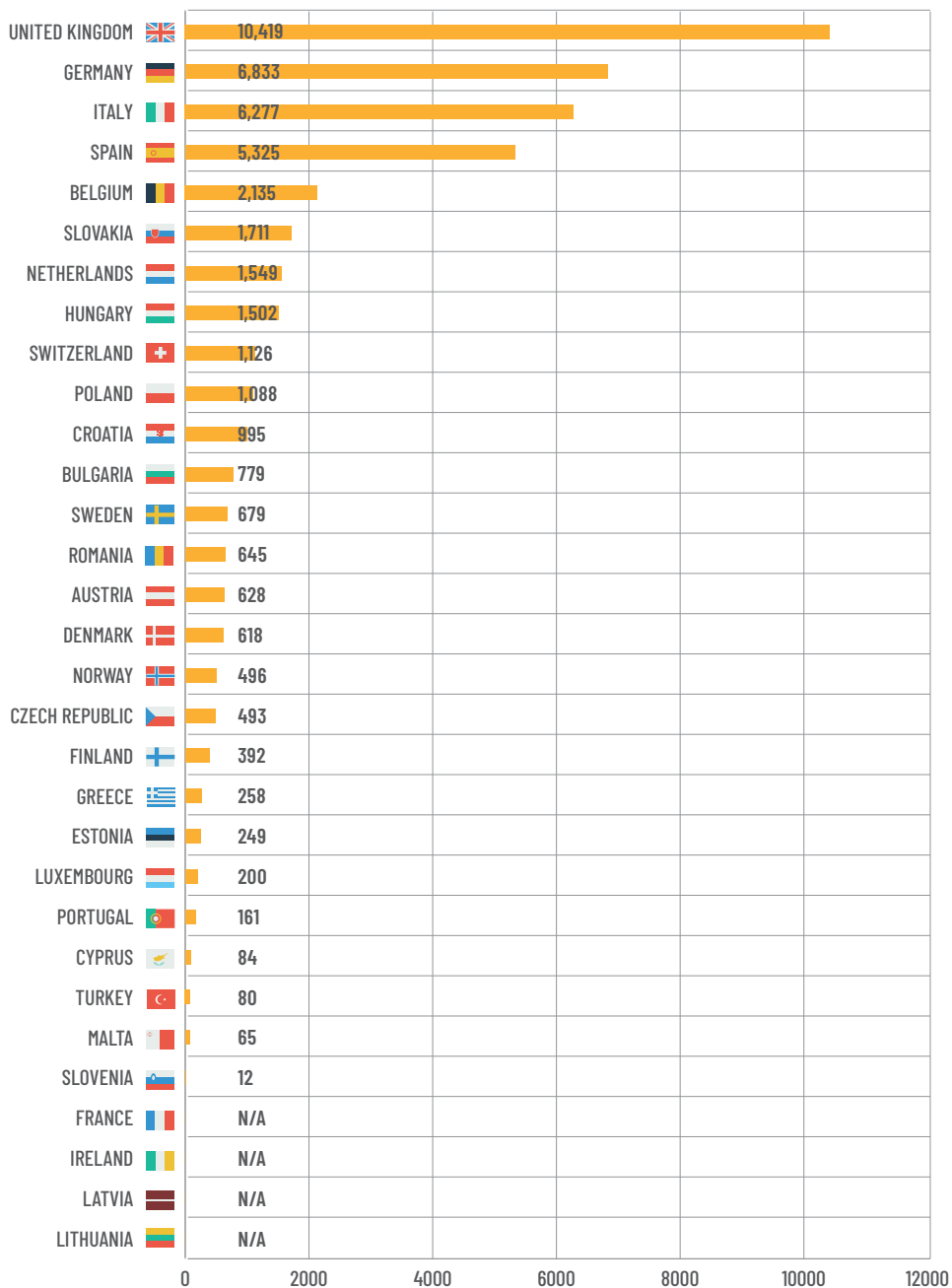

































COUNTRY	2014		2015		2016		2017		2018		2019		2020	
	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF
 AUSTRIA	29	71	28	72	29	71	28	72	28	72	27	73	17	83
 BELGIUM	45	55	44	56	44	56	43	57	42	58	42	58	27	73
 BULGARIA	20	80	22	78	20	80	20	80	20	80	20	80	11	89
 CROATIA	39	61	40	60	40	60	40	60	40	60	N/A	N/A	31	69
 CYPRUS	42	58	42	58	42	58	51	49	55	45	53	47	30	70
 CZECH REPUBLIC	41	59	40	60	39	61	38	62	36	64	35	65	26	74
 DENMARK	25	75	23	77	23	77	25	75	23	77	25	75	14	86
 ESTONIA	9	91	8	92	8	92	7	93	7	93	7	93	5	95
 FINLAND	15	85	15	85	14	86	14	86	14	86	14	86	9	91
 FRANCE	36	64	36	64	36	64	36	64	35	65	35	65	35	65
 GERMANY	19	81	19	81	18	82	18	82	18	82	18	82	18	82
 GREECE	55	45	57	43	59	41	59	41	61	39	60	40	45	55
 HUNGARY	35	65	35	65	35	65	35	65	30	70	30	70	17	83
 IRELAND	64	36	67	33	66	34	65	35	64	36	63	37	30	70
 ITALY	41	59	40	60	39	61	38	62	36	64	36	64	27	73
 LATVIA	10	90	10	90	10	90	10	90	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	10	90	9	91	10	90	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	51	49	49	51	48	52	47	53	45	55	57	43	40	60
 MALTA	60	40	60	40	65	35	64	36	64	36	63	37	49	51
 NETHERLANDS	30	70	29	71	29	71	30	70	29	71	30	70	14	86
 POLAND	15	85	15	85	15	85	15	85	14	86	11	89	8	92
 PORTUGAL	64	36	63	37	63	37	69	31	69	31	70	30	60	40
 ROMANIA	18	82	18	82	16	84	15	85	15	85	14	86	8	92
 SLOVAKIA	34	66	33	67	31	69	29	71	29	71	29	71	20	80
 SLOVENIA	40	60	40	60	40	60	40	60	35	65	34	66	30	70
 SPAIN	63	37	64	36	62	38	63	37	67	33	68	32	44	56
 SWEDEN	20	80	21	79	21	79	21	79	20	80	20	80	20	80
 NORWAY	20	80	20	80	19	81	19	81	19	81	19	81	11	89
 SWITZERLAND	46	54	44	56	40	60	40	60	39	61	38	62	27	73
 TURKEY	24	76	24	76	23	77	23	77	N/A	N/A	N/A	N/A	N/A	N/A
 UNITED KINGDOM	50	50	49	51	48	52	47	53	46	54	45	55	24	76

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TOTAL IMPORTS 2020

(intra-EU and extra-EU in 1,000 HL)


































COUNTRY	2015		2016		2017	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	584	81	653	88	580	103
 BELGIUM	1,006	158	1,001	157	N/A	N/A
 BULGARIA	393	145	327	201	269	230
 CROATIA	563	137	545	148	681	146
 CYPRUS	108	7	96	6	124	8
 CZECH REPUBLIC	309	3	317	9	324	10
 DENMARK	507		583		533	
 ESTONIA	281		297		343	
 FINLAND	406	36	369	48	352	55
 FRANCE	6,900	245	7,340	308	7,387	309
 GERMANY	6,616	81	7,171	116	6,568	178
 GREECE	351	92	352	96	238	66
 HUNGARY	572		465		478	
 IRELAND	1,525		1,601		1,550	
 ITALY	6,878	297	6,785	310	6,638	369
 LATVIA	396	58	473	42	497	47
 LITHUANIA	480		525		73	280
 LUXEMBOURG	274		274		270	
 MALTA	63	7	61	7	79	6
 NETHERLANDS	1,652		1,789		1,877	
 POLAND	594	123	653	49	838	61
 PORTUGAL	160	0	183	0	222	0
 ROMANIA	325	25	414	44	441	52
 SLOVAKIA	1,627		1,518		1,628	
 SLOVENIA	401		500		619	
 SPAIN	4,670	155	4,341	198	4,632	246
 SWEDEN	487		487		485	
TOTAL EU 27	39,778		40,947		≈ 41,050	
 NORWAY	192	53	216	89	339	60
 SWITZERLAND	1,122	64	1,111	72	1,074	85
 TURKEY	62		64		84	
 UNITED KINGDOM	8,115	920	9,472	1,113	8,734	1,324
TOTAL ALL	50,306		53,084		≈ 52,750	

Spanish data includes imports from NC 2203 (and 220291 as from 2017).

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IMPORTS 2018 - 2020

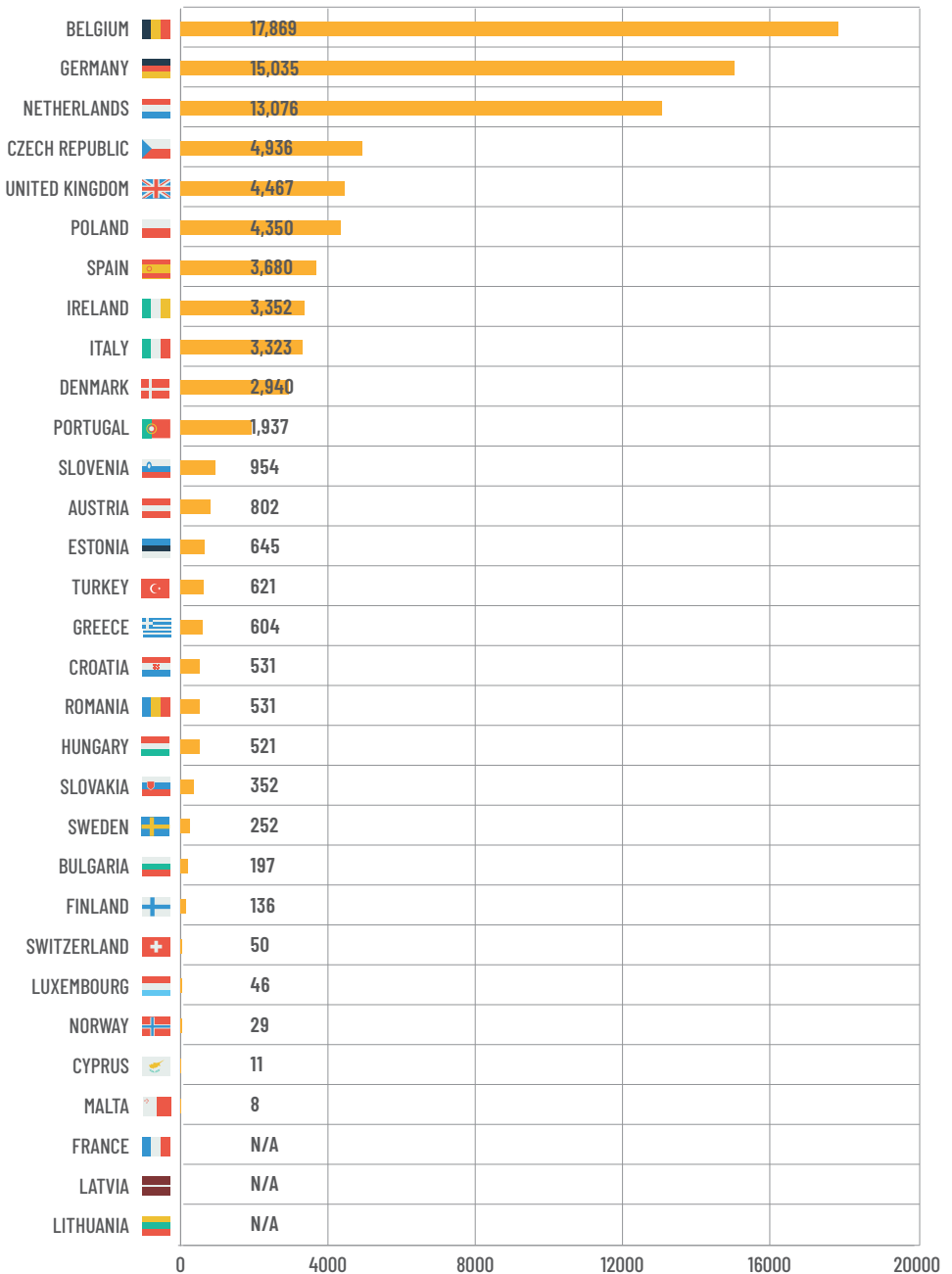
(in 1,000 HL)
































COUNTRY	2018		2019		2020	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	760	107	691	139	582	47
 BELGIUM	2,534		2,279	242	2,019	116
 BULGARIA	291	324	466	300	597	182
 CROATIA	797	128	811	165	823	172
 CYPRUS	113	12	132	12	74	10
 CZECH REPUBLIC	387	8	424	13	493	
 DENMARK	659		770		618	
 ESTONIA	260		277		249	
 FINLAND	327	70	348	59	347	45
 FRANCE	7,387	N/A	N/A	N/A	N/A	N/A
 GERMANY	6,931	224	7,112	178	6,677	156
 GREECE	256	45	257	52	213	45
 HUNGARY	698		1,406		1,502	
 IRELAND	1,559		1,712		N/A	
 ITALY	6,724	368	7,041	375	5,990	287
 LATVIA	382	58	368	71	N/A	N/A
 LITHUANIA	81	366	82	398	N/A	N/A
 LUXEMBOURG	274		275		200	
 MALTA	86	10	79	10	59	6
 NETHERLANDS	1,956		1,872		1,549	
 POLAND	679	77	843	100	1,088	
 PORTUGAL	198	1	199	1	161	0
 ROMANIA	492	49	445	59	594	51
 SLOVAKIA	2,091		1,717	6	1,708	3
 SLOVENIA	612	5	607	10	12	0
 SPAIN	4,477	315	4,491	372	5,024	301
 SWEDEN	539		633		679	
TOTAL EU 27	≈ 44,027		≈ 45,594		≈ 43,005	
 NORWAY	306	83	339	83	430	66
 SWITZERLAND	975	70	977	83	1,045	81
 TURKEY	110		100		80	
 UNITED KINGDOM	8,341	1,752	8,227	1,551	9,510	908
TOTAL ALL	≈ 55,664		≈ 56,954		≈ 55,126	

Spanish data includes imports from NC 2203 (and 220291 as from 2017).
































TOTAL EXPORTS 2020

(intra-EU and extra-EU in 1,000 HL)



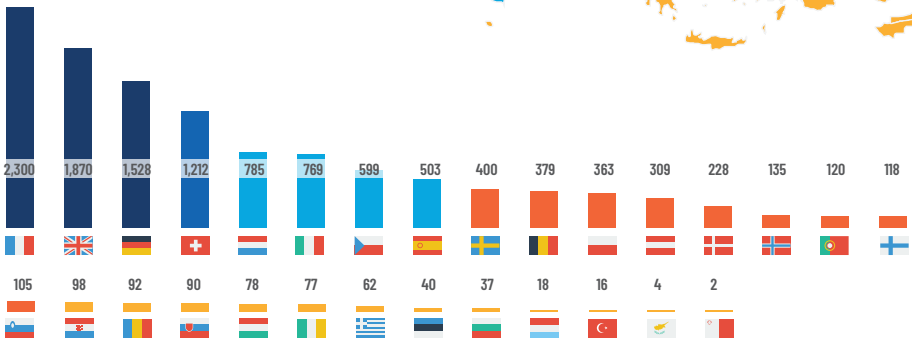
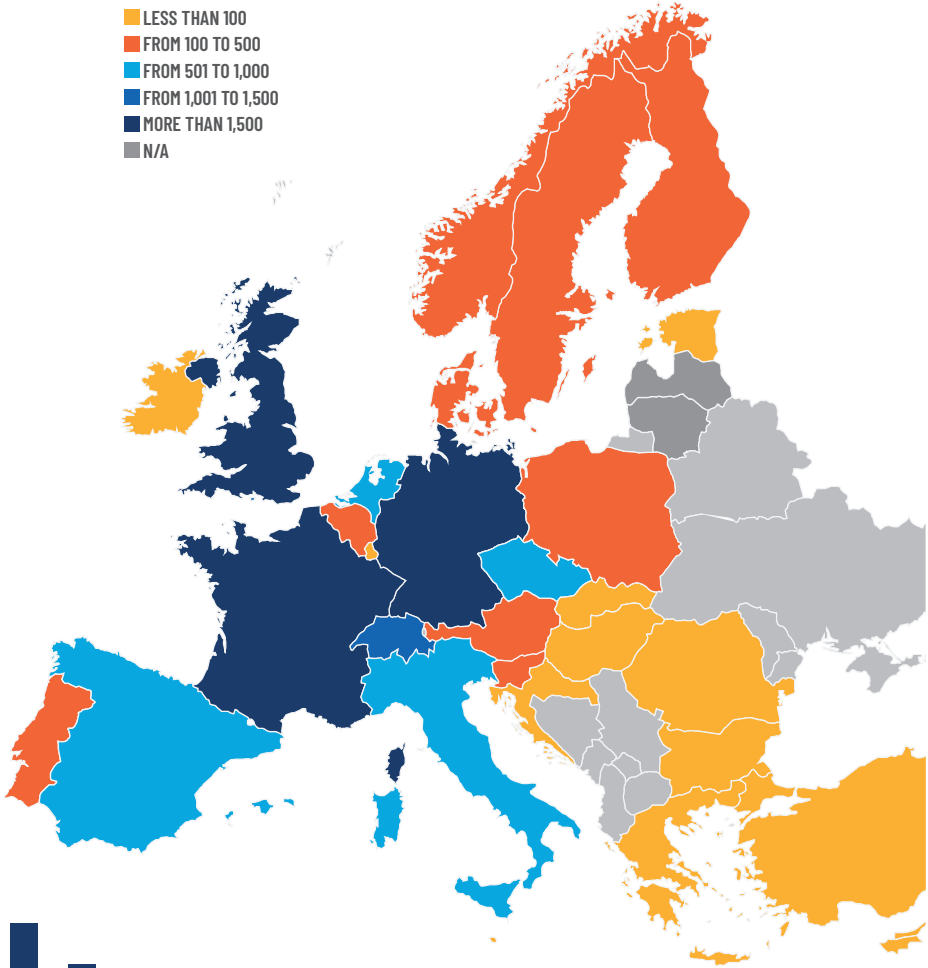
COUNTRY	2015		2016		2017	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	762	143	943	145	1,017	153
 BELGIUM	8,891	4,134	9,332	4,753	10,241	5,568
 BULGARIA	84	54	81	69	52	77
 CROATIA	163	605	189	626	186	597
 CYPRUS	6	3	6	3	8	3
 CZECH REPUBLIC	3,585	592	3,675	687	3,750	811
 DENMARK		3,015		3,084		3,040
 ESTONIA		429		470		649
 FINLAND	183	28	201	28	192	38
 FRANCE	6,100	820	6,050	950	5,696	1,072
 GERMANY	10,812	5,137	10,755	5,772	9,213	6,517
 GREECE	125	307	115	164	218	199
 HUNGARY		418		587		538
 IRELAND		3,335		3,104		3,540
 ITALY	1,889	658	2,065	517	2,099	783
 LATVIA	73	37	49	53	N/A	N/A
 LITHUANIA		613		682		N/A
 LUXEMBOURG		80		85	85	3
 MALTA	1	9	1	12	5	11
 NETHERLANDS	2,687	11,446	3,516	10,961	3,546	10,596
 POLAND	2,924	333	2,883	414	2,817	550
 PORTUGAL	871	977	919	768	1,900	
 ROMANIA	378	122	306	139	296	152
 SLOVAKIA		98		130		116
 SLOVENIA	577	165	361	159		634
 SPAIN	968	1,289	1,008	1,364	1,744	1,147
 SWEDEN	500	56	504	48	491	48
TOTAL EU 27		76,482		78,733		≈ 81,182
 NORWAY	17	1	19	2	26	2
 SWITZERLAND	50	10	77	2	49	1
 TURKEY		799		682		530
 UNITED KINGDOM	3,570	2,080	3,759	2,206	3,211	2,391
TOTAL ALL		83,009		85,480		≈ 87,392
































Spanish data includes exports from NC 2203 (and 220291 as from 2017).

COUNTRY	2018		2019		2020	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	1,076	183	833	164	638	164
 BELGIUM	10,795	5,390	13,118	5,287	13,548	4,321
 BULGARIA	88	98	163	22	187	10
 CROATIA	119	554	126	503	124	407
 CYPRUS	8	3	8	3	8	3
 CZECH REPUBLIC	4,131	972	4,334	983	3,944	992
 DENMARK	3,110		3,044		2,940	
 ESTONIA	779		683		645	
 FINLAND	159	34	151	32	127	9
 FRANCE	N/A	N/A	N/A	N/A	N/A	N/A
 GERMANY	8,951	6,814	8,960	6,995	7,782	7,253
 GREECE	149	219	195	246	377	227
 HUNGARY	496		465		521	
 IRELAND	3,692		3,846		3,352	
 ITALY	2,219	858	2,461	1,029	2,417	906
 LATVIA	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A		N/A		N/A	
 LUXEMBOURG	96		94		46	
 MALTA	6	2	7	4	5	3
 NETHERLANDS	3,798	10,800	3,604	10,077	2,701	10,375
 POLAND	2,972	786	2,916	899	4,350	
 PORTUGAL	932	690	1,117	648	1,489	448
 ROMANIA	362	187	336	161	383	148
 SLOVAKIA	90		55	32	288	64
 SLOVENIA	526	252	522	277	615	339
 SPAIN	1,657	1,324	1,640	1,450	2,155	1,525
 SWEDEN	454	52	497		252	
TOTAL EU 27	≈ 83,435		≈ 85,540		≈ 83,639	
 NORWAY	43	6	36	3	25	4
 SWITZERLAND	42	1	56	1	49	1
 TURKEY	597		686		621	
 UNITED KINGDOM	2,897	2,333	2,608	2,655	2,450	2,017
TOTAL ALL	≈ 89,354		≈ 91,585		≈ 88,806	

Spanish data includes imports from NC 2203 (and 220291 as from 2017).

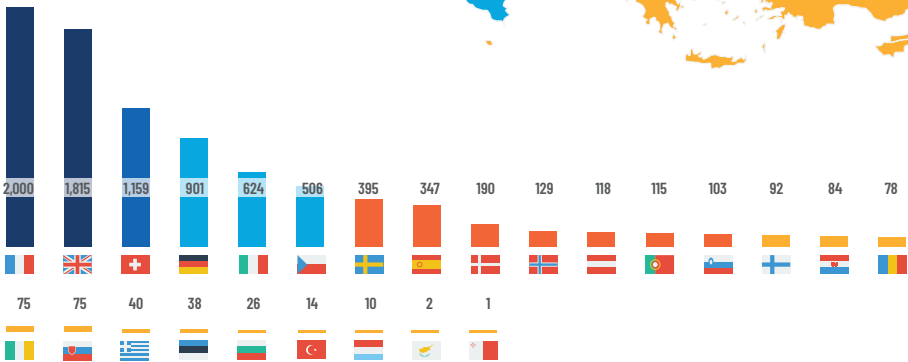
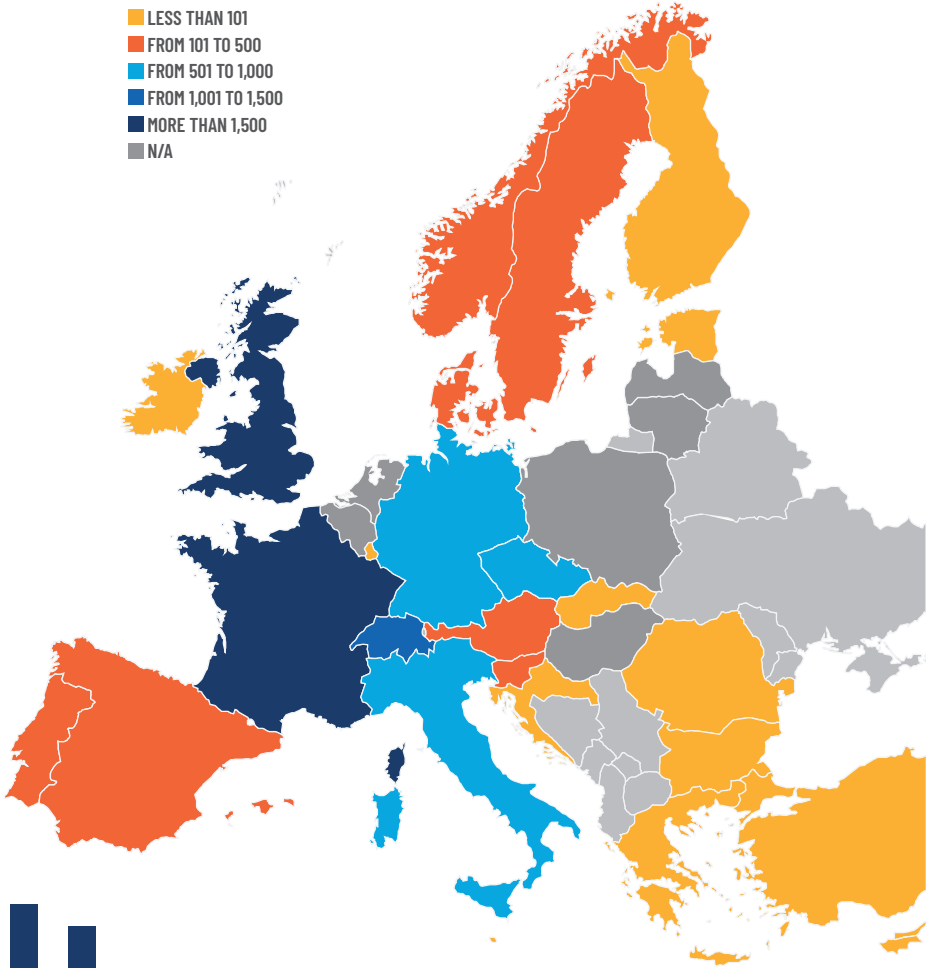
- LESS THAN 100
- FROM 100 TO 500
- FROM 501 TO 1,000
- FROM 1,001 TO 1,500
- MORE THAN 1,500
- N/A


































COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	198	214	235	273	298	311	309
 BELGIUM	168	199	224	261	304	340	379
 BULGARIA	16	18	17	25	29	33	37
 CROATIA	6	6	6	6	97	92	98
 CYPRUS	4	4	3	3	4	4	4
 CZECH REPUBLIC	338	390	398	450	488	617	599
 DENMARK	159	172	180	197	206	216	228
 ESTONIA	15	20	33	43	53	36	40
 FINLAND	49	59	82	94	105	113	118
 FRANCE	663	793	950	1,100	1,600	2,000	2,300
 GERMANY	1,359	1,392	1,411	1,500	1,542	1,552	1,528
 GREECE	20	28	43	43	46	57	62
 HUNGARY	50	50	50	55	77	79	78
 IRELAND	32	50	64	72	77	77	77
 ITALY	599	688	757	868	874	853	769
 LATVIA	29	37	41	45	64	N/A	N/A
 LITHUANIA	75	75	72	N/A	N/A	N/A	N/A
 LUXEMBOURG	7	7	30	32	34	33	18
 MALTA	1	2	2	2	2	2	2
 NETHERLANDS	304	402	499	623	738	780	785
 POLAND	133	150	210	210	250	310	363
 PORTUGAL	35	64	94	120	120	120	120
 ROMANIA	22	30	34	45	64	75	92
 SLOVAKIA	39	51	61	68	73	80	90
 SLOVENIA	51	55	62	66	99	105	105
 SPAIN	332	427	483	521	538	519	503
 SWEDEN	154	219	283	338	375	400	400
TOTAL EU 27	4,858	5,602	6,324	≈ 7,132	≈ 8,229	≈ 8,940	≈ 9,240
 NORWAY	75	101	128	136	128	129	135
 SWITZERLAND	483	623	753	869	1,021	1,132	1,212
 TURKEY	9	12	10	15	14	16	16
 UNITED KINGDOM	1,430	1,580	1,870	1,930	1,960	2,030	1,870
TOTAL ALL	6,855	7,918	9,085	≈ 10,082	≈ 11,352	≈ 12,247	≈ 12,473

Croatia: microbreweries not included.

- LESS THAN 101
- FROM 101 TO 500
- FROM 501 TO 1,000
- FROM 1,001 TO 1,500
- MORE THAN 1,500
- N/A



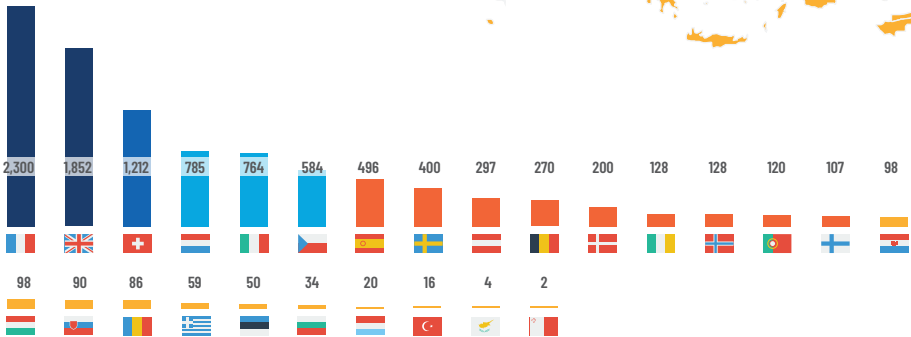
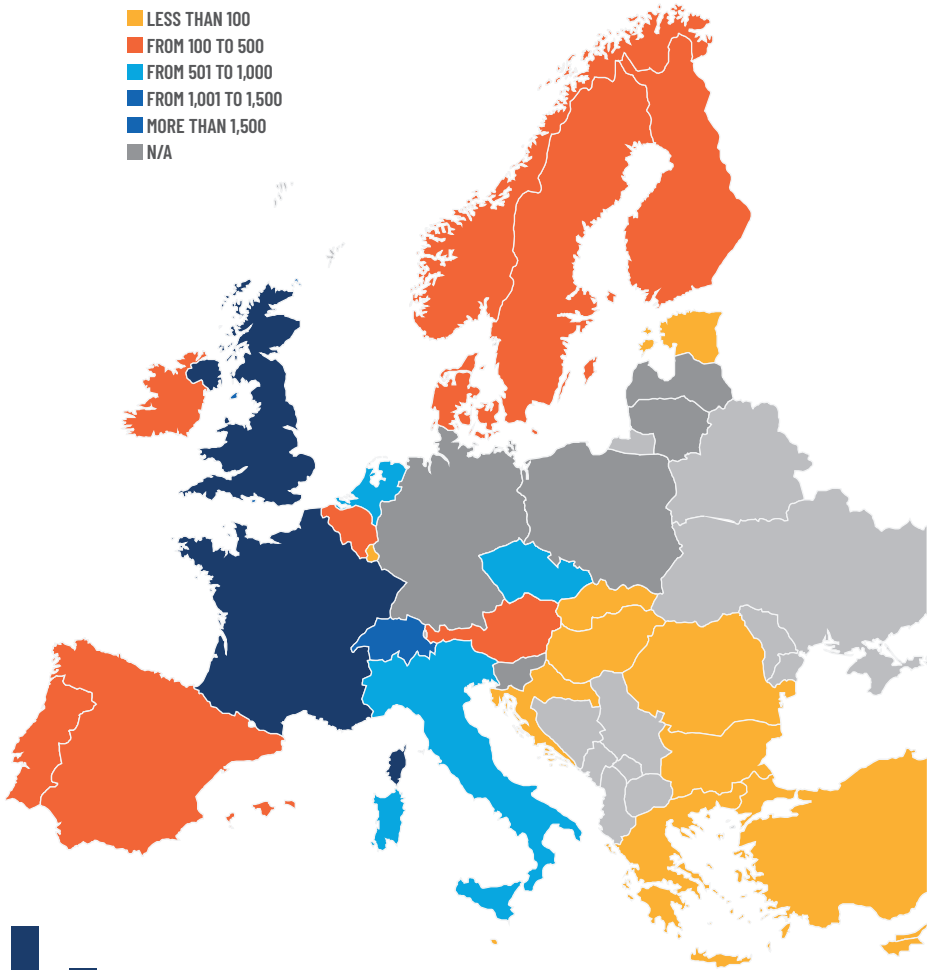
COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	109	114	123	129	126	126	118
 BELGIUM	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 BULGARIA	6	6	7	13	16	19	26
 CROATIA	N/A	N/A	N/A	N/A	N/A	79	84
 CYPRUS	2	2	1	1	2	2	2
 CZECH REPUBLIC	238	202	350	402	440	519	506
 DENMARK	129	132	140	157	175	180	190
 ESTONIA	12	17	30	40	50	27	38
 FINLAND	25	41	55	73	79	86	92
 FRANCE	566	690	850	1,000	1,450	1,650	2,000
 GERMANY	682	723	740	832	853	863	901
 GREECE	10	15	25	30	30	35	40
 HUNGARY	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 IRELAND	N/A	N/A	N/A	75	75	75	75
 ITALY	505	540	718	693	692	684	624
 LATVIA	26	34	38	42	N/A	N/A	N/A
 LITHUANIA	32	32	31	N/A	N/A	N/A	N/A
 LUXEMBOURG	12	15	22	29	31	31	10
 MALTA	0	1	1	1	1	1	1
 NETHERLANDS	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 POLAND	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 PORTUGAL	30	60	89	115	115	115	115
 ROMANIA	7	15	20	31	50	61	78
 SLOVAKIA	29	39	48	55	57	66	75
 SLOVENIA	49	50	60	64	97	103	103
 SPAIN	233	307	362	393	396	378	347
 SWEDEN	149	214	270	328	369	395	395
 NORWAY	51	76	85	107	103	117	129
 SWITZERLAND	440	573	703	818	933	1,075	1,159
 TURKEY	0	7	8	9	12	14	14
 UNITED KINGDOM	1,378	1,527	1,817	1,878	1,908	1,977	1,815
































Spanish data cover all microbreweries irrespective their volume of production.

UK data cover all breweries with a production up to 60,000 HL per year and which receive "small brewer relief" in the UK.

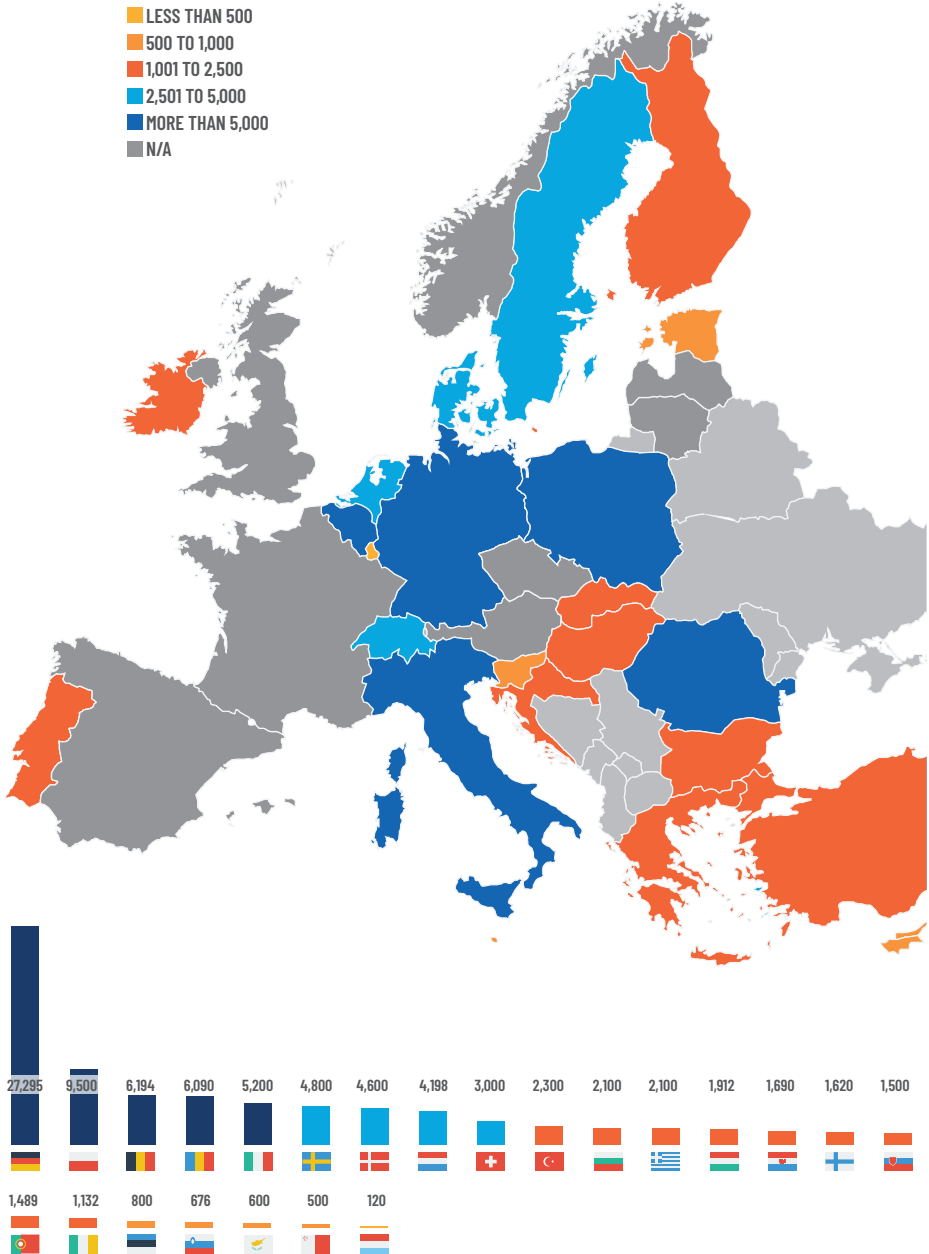
Romania data cover all microbreweries irrespective of their volume of production.




- LESS THAN 100
- FROM 100 TO 500
- FROM 501 TO 1,000
- FROM 1,001 TO 1,500
- MORE THAN 1,500
- N/A



COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	189	205	225	263	288	301	297
 BELGIUM	N/A	N/A	147	184	218	257	270
 BULGARIA	14	16	16	24	27	30	34
 CROATIA	6	6	6	6	97	92	98
 CYPRUS	4	4	3	3	4	4	4
 CZECH REPUBLIC	322	374	385	437	475	597	584
 DENMARK	139	142	150	167	185	190	200
 ESTONIA	15	20	33	43	53	36	50
 FINLAND	49	54	76	87	97	103	107
 FRANCE	660	790	945	1,100	1,520	2,000	2,300
 GERMANY	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 GREECE	18	25	40	40	43	54	59
 HUNGARY	50	50	60	77	89	99	98
 IRELAND	50	64	93	102	128	128	128
 ITALY	593	682	751	864	868	848	764
 LATVIA	29	37	41	45	N/A	N/A	N/A
 LITHUANIA	73	73	72	N/A	N/A	N/A	N/A
 LUXEMBOURG	7	7	27	29	33	33	20
 MALTA	1	2	2	2	2	2	2
 NETHERLANDS	299	397	494	618	733	775	785
 POLAND	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 PORTUGAL	35	64	94	120	120	120	120
 ROMANIA	16	25	28	39	58	69	86
 SLOVAKIA	39	51	61	68	73	80	90
 SLOVENIA	50	55	61	65	98	104	N/A
 SPAIN	320	415	471	506	531	512	496
 SWEDEN	154	219	283	338	375	400	400
TOTAL EU 27	≈ 4,792	≈ 5,506	≈ 6,185	≈ 7,009	≈ 8,043	≈ 8,832	≈ 9,124
 NORWAY	70	96	125	133	125	125	128
 SWITZERLAND	483	623	753	869	1,021	1,132	1,212
 TURKEY	10	12	10	11	14	16	16
 UNITED KINGDOM	1,419	1,566	1,856	1,916	1,946	2,015	1,852
TOTAL ALL	≈ 6,774	≈ 7,803	≈ 8,929	≈ 9,938	≈ 11,149	≈ 12,120	≈ 12,332

Croatia: microbreweries not included.



COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	3,800	3,800	3,800	3,800	3,700	N/A	N/A
 BELGIUM	4,500	4,700	4,700	5,800	6,300	6,551	6,194
 BULGARIA	2,500	2,400	2,300	2,300	2,100	2,100	2,100
 CROATIA	1,500	1,500	1,500	1,500	1,500	1,600	1,690
 CYPRUS	600	600	600	600	600	600	600
 CZECH REPUBLIC	5,900	6,100	5,800	5,600	5,600	N/A	N/A
 DENMARK	3,600	3,700	3,750	3,750	4,600	4,600	4,600
 ESTONIA	800	900	900	900	1,000	1,000	800
 FINLAND	1,900	1,700	1,700	1,700	1,677	1,653	1,620
 FRANCE	4,100	4,300	5,800	6,500	7,080	7,700	N/A
 GERMANY	26,800	26,900	27,200	27,200	27,561	28,133	27,295
 GREECE	1,900	2,000	2,000	2,000	2,000	2,100	2,100
 HUNGARY	1,700	1,700	1,700	1,700	1,835	1,865	1,912
 IRELAND	2,000	1,700	1,400	1,100	1,100	1,147	1,132
 ITALY	5,000	5,350	5,350	5,470	5,500	5,700	5,200
 LATVIA	1,300	1,400	1,400	1,400	N/A	N/A	N/A
 LITHUANIA	2,300	2,300	2,300	N/A	N/A	N/A	N/A
 LUXEMBOURG	130	125	120	120	116	120	120
 MALTA	400	500	500	500	500	500	500
 NETHERLANDS	6,100	6,100	6,100	6,100	6,100	4,374	4,198
 POLAND	16,000	10,000	10,000	9,300	9,500	9,500	9,500
 PORTUGAL	2,100	1,900	2,100	2,183	2,274	2,403	1,489
 ROMANIA	5,400	5,500	5,600	5,800	5,973	6,015	6,090
 SLOVAKIA	1,500	1,500	1,400	1,500	1,500	1,528	1,500
 SLOVENIA	800	700	650	730	798	770	676
 SPAIN	6,800	7,000	6,900	7,200	9,200	9,600	N/A
 SWEDEN	4,000	4,550	4,580	4,700	4,800	4,800	4,800
TOTAL EU 27	113,430	108,925	110,150	≈ 111,753	≈ 116,614	≈ 117,359	≈ 114,416
 NORWAY	1,400	1,300	1,300	1,300	1,200	N/A	N/A
 SWITZERLAND	2,800	2,800	2,800	2,900	3,000	3,000	3,000
 TURKEY	2,400	2,400	2,400	N/A	2,400	2,200	2,300
 UNITED KINGDOM	14,500	14,300	15,000	16,100	17,200	16,200	N/A
TOTAL ALL	134,530	129,725	131,650	≈ 132,053	≈ 140,414	≈ 139,959	≈ 137,116

Poland: since 2015 data only cover full time positions.

COUNTRY	2014	2015	2016	2017	2018	2019	2020
 AUSTRIA	195.20	189.00	196.00	192.00	200.00	189.64	193.65
 BELGIUM	196.46	194.00	201.59	200.80	200.98	199.73	168.26
 BULGARIA	38.05	39.56	41.57	40.59	41.40	40.29	38.30
 CROATIA	77.94	83.58	82.73	85.44	89.86	84.74	75.60
 CYPRUS	12.23	12.35	12.35	13.50	14.60	14.23	7.97
 CZECH REPUBLIC	166.88	170.04	170.41	171.52	190.29	184.81	N/A
 DENMARK	125.19	121.35	127.75	122.30	114.80	110.06	104.83
 ESTONIA	43.06	48.38	51.67	58.32	66.58	62.57	56.26
 FINLAND	610.00	605.00	606.00	596.00	654.00	652.00	654.00
 FRANCE	863.63	831.18	854.48	892.00	943.00	987.00	890.00
 GERMANY	679.38	676.85	678.00	664.00	655.00	617.00	566.00
 GREECE	107.44	105.84	155.25	194.78	196.27	198.05	154.28
 HUNGARY	146.48	142.88	148.50	152.16	147.30	136.90	123.00
 IRELAND	424.84	417.28	430.00	424.00	430.00	421.00	351.00
 ITALY	536.00	619.00	661.00	703.00	711.00	713.00	646.00
 LATVIA	25.14	27.12	32.08	36.85	53.05	53.77	N/A
 LITHUANIA	50.98	52.68	52.90	88.57	101.49	100.43	N/A
 LUXEMBOURG	3.80	5.12	5.70	5.74	5.70	5.70	4.00
 MALTA	3.15	2.84	3.33	4.00	3.83	3.89	4.00
 NETHERLANDS	443.73	441.18	446.00	450.00	457.00	422.00	384.00
 POLAND	828.26	840.09	817.14	829.44	833,52*	786,73**	764.48
 PORTUGAL	69.27	70.80	75.42	84.39	87.64	93.93	78.40
 ROMANIA	149.59	157.65	137.92	133.53	133.27	132.80	140.07
 SLOVAKIA	55.46	57.21	56.97	57.54	59.70	59.53	56.96
 SLOVENIA	80.80	85.50	85.34	87.34	91.44	90.08	83.00
 SPAIN	309.50	317.86	327.82	342.96	348.90	357.88	314.91
 SWEDEN	370.53	424.77	416.29	419.40	425.28	411.83	N/A
 NORWAY	478.15	592.98	599.07	612.44	647.36	N/A	N/A
 SWITZERLAND	93.00	100.00	100.00	94.00	109.00	107.50	101.30
 TURKEY	0.00	1,390.00	N/A	N/A	N/A	N/A	N/A
 UNITED KINGDOM	4,171.34	4,526.01	4,039.34	3,939.77	4,096.93	4,155.98	3,542.63

Finland, Italy, Spain and Norway data as provided by the national association.

Romania 2018 data are provided by the National Agency for Fiscal Administration (ANAF).

Spanish data as available from Spanish Treasury.

Polish Central Bank exchange rates (For 2018, average rate: 1EUR = 4,2623PLN. For 2019, rate on 31.12.2019: 1 EUR = 4,2585PLN).

BEER PRODUCTION:

Beer produced within a given country.

BEER CONSUMPTION:

Beer consumed within a given country.

BEER CONSUMPTION PER CAPITA:

Consumption per head in a given country.

BREWERY:

A plant or an establishment for beer production.

BREWING COMPANY:

A company which produces and / or sells beer, operating one or more breweries. These companies may also be involved in activities other than brewing beer, such as the production of soft drinks and bottled mineral water.

DIRECT EMPLOYMENT:

Employment directly by the brewing companies.

EXCISE DUTY REVENUE RELATED TO BEER:

Government revenues generated from excise duties on the sale of beer.

EXPORT - EXTRA-EU:

Extra-EU exports of goods are goods which leave the territory of the European Union for a third country after being placed under the customs procedure for exports (for definitive export) or outward processing (goods for working, further processing) or repair or following inward processing.

EXPORT - INTRA-EU:

Intra-EU exports of goods are goods which leave a Member State of the EU for another Member State for definitive export, outward processing or repair or following inward processing.

HECTOLITRE (HL):

A hectolitre is a metric unit of volume or capacity where one hectolitre equals 100 litres.

IMPORT - EXTRA-EU:

Extra-EU imports of goods are goods which enter the territory of the European Union from a third country and are placed under the customs procedure for free circulation within the EU (as a general rule goods intended for consumption), inward processing or processing under customs control (goods for working, processing or repair) immediately or after bonded warehousing.

IMPORT - INTRA-EU:

Intra-EU imports of goods are goods which enter a Member State of the EU from another Member State for definitive import (as a general rule goods intended for consumption), inward processing or processing under customs control (goods for working, processing or repair) immediately or after bonded warehousing.

MICROBREWERY:

A brewery with yearly production up to 1,000 hectolitres.

OFF-TRADE SECTOR:

Beer sales through wholesale and retail (shops, supermarkets and other outlets).

ON-TRADE SECTOR:

Beer sales through (licensed) pubs, clubs, bars, restaurants, etc., also called the hospitality sector.

The data for the 2021 edition were mainly collated via the national brewers' associations through surveys carried out by The Brewers of Europe from 2013 until 2021.

With the received data the corresponding tables and charts have been prepared and verified with the interlocutors from different countries. Therefore, unless indicated otherwise in this or previous editions, all data comes from national brewers associations.

When data was not available through national associations other sources were used to complete as much as possible the tables. The sources used for this edition include:

- National brewers' associations data
- Eurostat

Figures contained in some tables may have been rounded and also corrected from previous editions of this publication.

The Brewers of Europe Secretariat would like to thank all those from national brewers associations who contributed to this brochure.

We thank Woomera Communications sprl for the document's design and support.

The information and data contained in this document are those provided by national associations unless stated otherwise. Where possible The Brewers of Europe Secretariat ensured the accuracy of the figures with those submitted by the national associations and those coming from other sources.

The Brewers of Europe does not take any responsibility for omissions, mistakes or errors appearing in this brochure which do not come from its own activities.

The Brewers of Europe Secretariat

European Beer Trends
Statistics Report | 2021 Edition



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THE BREWERS OF EUROPE