



# EUROPEAN BEER TRENDS

STATISTICS REPORT | 2024 EDITION



THE BREWERS OF EUROPE



# EUROPEAN BEER TRENDS

## STATISTICS REPORT | 2024 EDITION



THE BREWERS OF EUROPE



**FOREWORD** | PAGE 6

**BEER PRODUCTION 2023** | PAGE 8

**BEER PRODUCTION 2017 - 2023** | PAGE 9

**BEER CONSUMPTION 2023** | PAGE 10

**BEER CONSUMPTION 2017 - 2023** | PAGE 11

**BEER CONSUMPTION PER CAPITA 2023** | PAGE 12

**BEER CONSUMPTION PER CAPITA 2017 - 2023** | PAGE 13

**ON-TRADE / OFF-TRADE 2023** | PAGE 14

**ON-TRADE / OFF-TRADE 2017 - 2023** | PAGE 15

**TOTAL IMPORTS 2023** | PAGE 16

**IMPORTS 2018 - 2020** | PAGE 17

**IMPORTS 2021 - 2023** | PAGE 18

**TOTAL EXPORTS 2023** | PAGE 19

**EXPORTS 2018 - 2020** | PAGE 20

**EXPORTS 2021 - 2023** | PAGE 21

**NUMBER OF ACTIVE BREWERIES 2023** | PAGE 22

**NUMBER OF ACTIVE BREWERIES 2017 - 2023** | PAGE 23

**MICROBREWERIES 2023** | PAGE 24

**MICROBREWERIES 2017 - 2023** | PAGE 25

**NUMBER OF ACTIVE BREWING COMPANIES 2023** | PAGE 26

**NUMBER OF ACTIVE BREWING COMPANIES 2017 - 2023** | PAGE 27

**DIRECT EMPLOYMENT 2023** | PAGE 27

**DIRECT EMPLOYMENT 2017 - 2023** | PAGE 29

**EXCISE DUTY REVENUES 2017 - 2023** | PAGE 30

**GLOSSARY** | PAGE 31

**METHODOLOGY** | PAGE 32

**ACKNOWLEDGEMENTS** | PAGE 33

**DISCLAIMER** | PAGE 4



Dear Reader,

The European brewing industry is a dynamic reflection of our continent's cultural, economic and social transformations. In the face of challenges that range from a global pandemic to economic turbulence, its importance shines through.

The 2024 edition of the European Beer Trends Report underscores these issues, providing a snapshot of production, consumption and trade patterns alongside brewing's ongoing contributions to society. Also crucially, it offers valuable insights for brewers as they adapt to a landscape that demands innovation, sustainability and strategic agility.

The Covid pandemic may be in our rear-view mirror, but its aftershocks are still being felt by the beer industry, particularly the on-trade sector, which includes bars, restaurants and pubs. Between 2019 and 2020, beer sales in the European Union fell from 320 million hectolitres to 298 million, a decline that mirrored the closure of hospitality venues during peak seasons and a shift towards at-home consumption. Whilst in 2022 we were able to witness a steady, but difficult recovery of over half those volumes, 2023 told a different story (301 million), with many of the gains made in 2022 falling back again, as economic pressures continued to bite and consumer spend decreased.

High inflation, increased production costs, rising prices for raw materials, energy and logistics, coupled with reduced consumer spending power and changing consumer trends, have slowed production and export growth. These factors sit alongside supply chain bottlenecks exacerbated by geopolitical instability, including the war in Ukraine.

Meanwhile, beer production in the European Union reached 346 million hectolitres in 2023, more than 3% down on 2022. This also serves to highlight the challenging times that brewers and the whole beer value chain are living through, with the lingering effects of economic shifts and increased production costs.

These challenges amplify the need for brewers to enhance operational efficiencies and secure sustainable supply chains. Exports (both to third countries and within the EU internal market), which had become a key growth engine for the sector, particularly in markets where domestic beer consumption has declined, have steadily fallen in the last two years.

The hospitality sector, traditionally the lifeblood of the beer industry, continues to face pressures, and it has yet to recover its share. Since 2019, the on/off-trade mix shifted even further towards off-trade consumption – where once on-trade bars, restaurants, cafés and restaurant represented a third of the EU beer market, now it is more like one quarter. Reinvigorating the beer hospitality sector is absolutely crucial as this is where the majority of the value added and jobs are generated by beer.

Europe's breweries have embraced ingenuity and promoting responsible drinking, also through the products themselves. Initiatives to improve efficiency, invest in sustainable practices and diversify offerings have helped to partially mitigate at least some pressures. As brewers step up

efforts to support moderate consumption, non-alcoholic beers now account for around one in 15 beers sold on the market — a testament to brewers' ability to cater to evolving consumer preferences through innovation and significant investment.

One of the trends that is still just about bucking the trend is actually the continued proliferation of breweries. An estimated 9,723 breweries were operating in the EU by the end of 2023, up 40 since the previous year, but a far cry from the growth last decade when the EU was seeing a thousand new breweries popping up every year. Even if the numbers of breweries are increasing at not nearly the same annual rate they were, this still signals a continued appetite for innovation and diversity in beer offerings. The growth reflects not only consumer interest in local, specialty and innovative products but also the entrepreneurial spirit of the beer sector, even in the face of significant and growing challenges. From microbreweries to regional players, the diversity of offerings has enriched Europe's beer culture and created opportunities for small businesses to emerge. The fragile situation, with many brewery closures in amongst the brewery openings, shows nevertheless how support is needed.

The brewing industry today faces many external challenges, including the ongoing climate crisis, inflationary pressures and geopolitical tensions. Extreme weather events and disruptions to agricultural supply chains underline the need for sustainable practices and investments. Breweries are already leading the way, reducing environmental footprints and adopting circular economy principles. However, further support from governments and policymakers will be essential to ensure the sector's resilience and sustainability.

Consumer trends, too, despite posing a number of challenges, offer opportunities for innovation, particularly for beer as a lower alcohol beverage. The rise of non-alcohol beer, for instance, caters to certain occasions, times of the day and consumers seeking choice and balance in their life, while not compromising on taste. Specialty beers continue to find their place, reflecting a growing preference for unique and locally inspired products. These trends call for brewers to invest in product development and marketing strategies that resonate with diverse demographics.

Getting to grips with changing consumer behaviours and reduced spending power as many people feel the pinch, will also be critical to ensure Europe has a beer hospitality environment that caters for consumers and brewers' needs. We need this part of the economy booming again, also for the benefit of job creation, tax revenue generation and value added for the wider EU economy.

The political landscape will also shape the future of brewing in Europe, and brewers have a unique opportunity to advocate for supportive policies that recognise their cultural, economic and environmental contributions. We have a new European Commission and Parliament, so the time is now to shift gears.

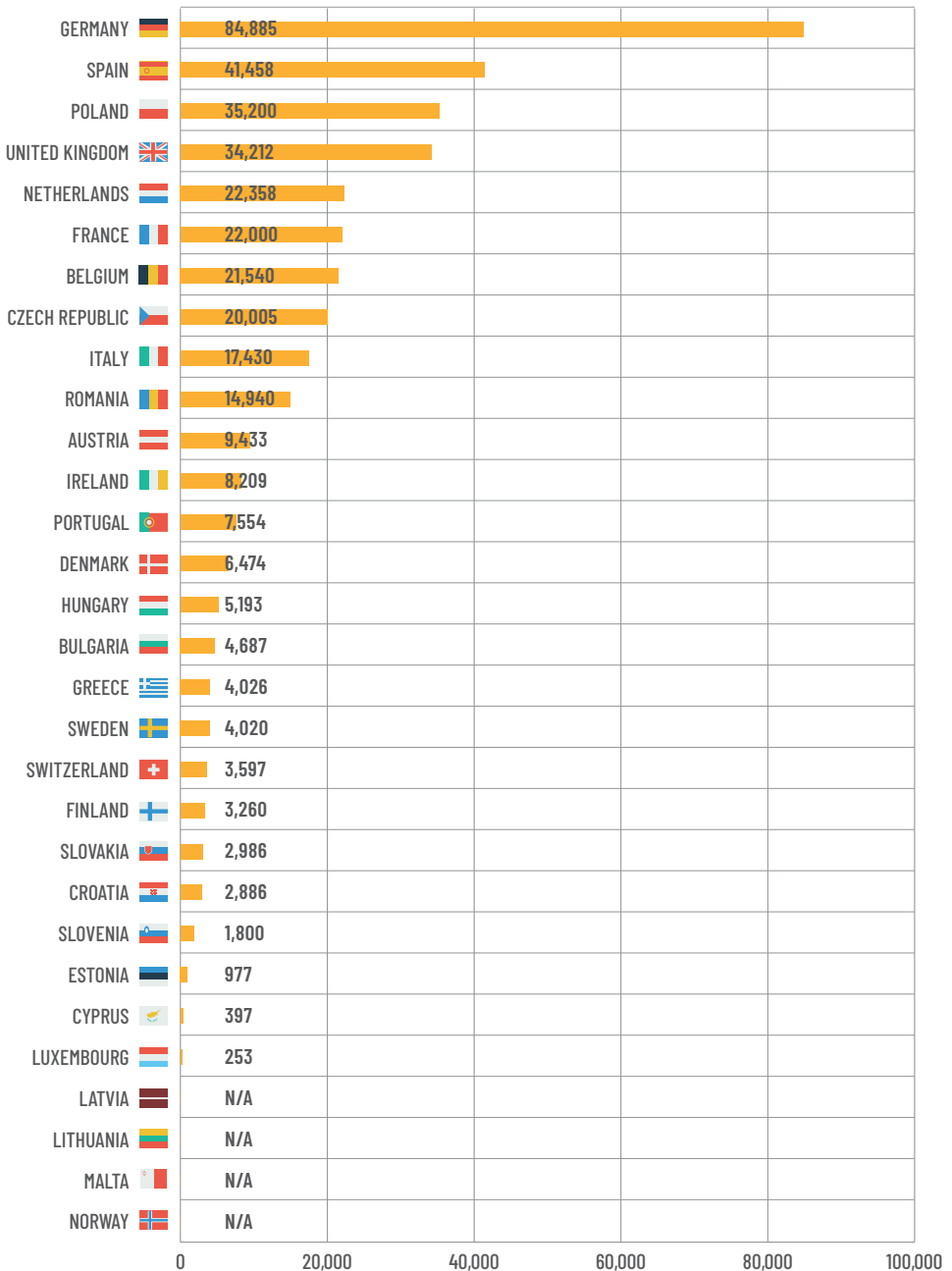
The European beer industry is more than an economic sector. It is part of the cultural fabric that unites communities and celebrates shared heritage. As brewers continue to innovate and adapt, their ability to meet consumer expectations while navigating external pressures will define the industry's trajectory.

Let us celebrate the innovators, entrepreneurs and enthusiasts who ensure that Europe's beer story continues to evolve while honouring its rich traditions. They exemplify the resilience and creativity that are hallmarks of European brewing. Let us work together to shape a thriving future for beer in Europe.

## 3

## BEER PRODUCTION 2023































(in 1,000 HL)





# BEER PRODUCTION 2017 - 2023

(in 1,000 HL)

COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	9,312	9,472	9,516	9,149	9,376	9,757	9,433
 BELGIUM	22,860	23,726	25,471	23,586	23,800	23,149	21,540
 BULGARIA	5,020	5,070	4,874	4,570	4,460	4,500	4,687
 CROATIA	3,395	3,434	3,239	2,344	2,332	2,927	2,886
 CYPRUS	383	398	388	295	343	393	397
 CZECH REPUBLIC	20,322	21,272	21,608	20,122	19,559	20,550	20,005
 DENMARK	6,060	6,040	5,862	5,874	6,240	6,159	6,474
 ESTONIA	1,369	1,287	1,293	1,291	1,366	1,200	977
 FINLAND	4,036	3,924	3,814	3,766	3,696	3,552	3,260
 FRANCE	21,000	22,000	22,300	21,600	21,800	22,000	22,000
 GERMANY	93,013	93,652	91,610	87,027	85,443	87,832	84,885
 GREECE	3,800	3,933	4,075	3,397	4,091	4,220	4,026
 HUNGARY	6,279	6,189	6,026	5,466	5,671	5,739	5,193
 IRELAND	8,019	8,322	8,240	7,100	3,828	8,083	8,209
 ITALY	15,700	16,448	17,288	15,835	17,773	18,352	17,430
 LATVIA	820	823	764	756	743	853	N/A
 LITHUANIA	2,727	2,904	3,124	3,224	3,337	3,297	N/A
 LUXEMBOURG	290	293	288	200	225	279	253
 MALTA	175	181	186	131	155	182	N/A
 NETHERLANDS	24,313	24,912	24,128	22,140	22,086	23,271	22,358
 POLAND	40,382	41,482	40,411	39,066	38,277	37,797	35,200
 PORTUGAL	6,994	6,758	7,103	6,589	6,711	7,787	7,554
 ROMANIA	16,050	16,600	16,690	16,630	16,400	15,600	14,940
 SLOVAKIA	3,103	2,902	3,195	3,034	3,140	3,175	2,986
 SLOVENIA	1,399	1,973	2,021	1,960	2,231	2,200	1,800
 SPAIN	37,386	38,145	39,516	34,650	38,126	41,136	41,458
 SWEDEN	4,421	4,480	4,395	4,143	4,172	4,112	4,020
<b>TOTAL EU 27</b>	<b>358,628</b>	<b>366,620</b>	<b>367,425</b>	<b>343,945</b>	<b>345,381</b>	<b>358,102</b>	<b>≈ 346,303</b>
 NORWAY	2,199	2,456	2,377	2,542	N/A	N/A	N/A
 SWITZERLAND	3,464	3,659	3,675	3,404	3,382	3,678	3,597
 UNITED KINGDOM	40,480	40,885	39,247	32,217	38,382	37,520	34,212
<b>TOTAL ALL</b>	<b>404,771</b>	<b>413,620</b>	<b>412,724</b>	<b>382,108</b>	<b>≈ 389,687</b>	<b>≈ 401,842</b>	<b>≈ 386,654</b>

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

*Croatia 2023 data refer to data collected in monthly survey on industrial production, where reporting units are enterprises with 20 or more employees.*

*Bulgarian, Czech, Greek, Slovenian, Slovakian (2021) 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.*

*Latvia 2020 - 2022, Lithuania 2020 - 2022: source EUROSTAT*

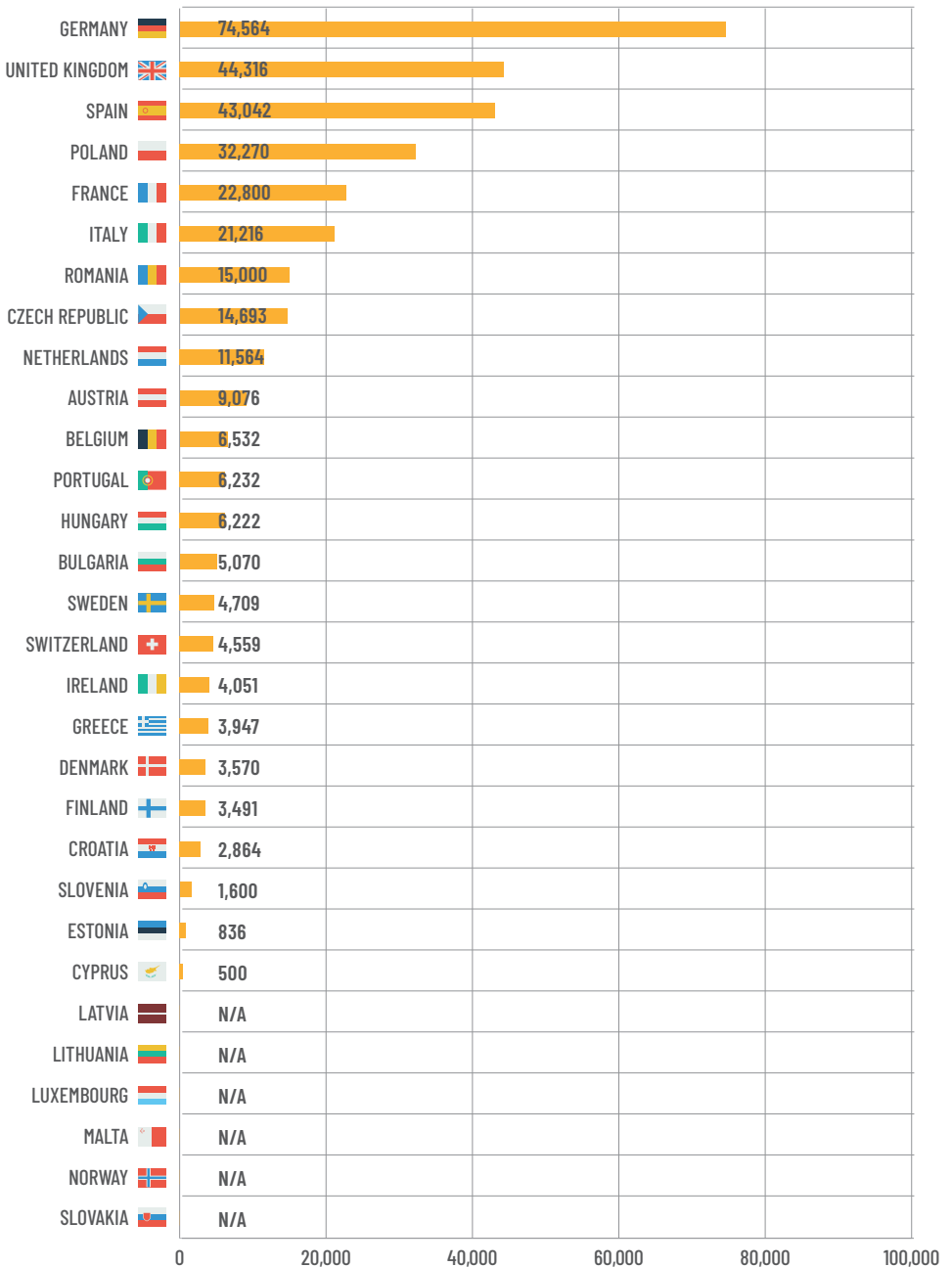
*Finland: source National Supervisory Authority for Welfare and Health*































*Slovenia 2017 - 2020 data does not cover craft brewer production which represents less than 1% of the market; Slovenia 2021 - 2022 data covers craft beer production; Slovenia 2023 data covers non-alcohol beers.*

## 4

## BEER CONSUMPTION 2023

(in 1,000 HL)



COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	8,984	9,190	9,173	8,637	8,719	9,230	9,076
 BELGIUM	7,013	7,106	7,065	5,749	6,452	6,934	6,532
 BULGARIA	5,400	5,500	5,455	5,220	5,150	5,230	5,070
 CROATIA	3,398	3,611	3,585	2,808	2,972	3,074	2,864
 CYPRUS	515	524	532	377	433	508	500
 CZECH REPUBLIC	15,509	15,936	16,084	N/A	14,368	15,161	14,693
 DENMARK	3,580	3,600	3,588	3,551	3,832	3,778	3,570
 ESTONIA	905	935	892	896	905	890	836
 FINLAND	4,065	3,966	3,886	3,775	3,790	3,579	3,491
 FRANCE	21,500	23,500	23,600	22,000	22,200	22,800	22,800
 GERMANY	80,929	82,201	80,546	76,900	74,464	77,331	74,564
 GREECE	3,801	3,849	3,942	3,051	3,453	3,850	3,947
 HUNGARY	6,757	6,886	7,124	6,580	6,741	6,759	6,222
 IRELAND	4,479	4,630	4,537	3,748	3,703	4,071	4,051
 ITALY	19,825	20,462	21,215	18,921	20,971	22,535	21,216
 LATVIA	1,604	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	2,213	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	340	362	370	260	280	310	N/A
 MALTA	247	270	268	199	213	264	N/A
 NETHERLANDS	11,935	12,269	12,320	10,614	10,888	12,249	11,564
 POLAND	37,223	38,360	37,949	34,689	33,442	34,733	32,270
 PORTUGAL	5,251	5,271	5,478	4,688	5,001	6,005	6,232
 ROMANIA	16,110	16,600	16,700	16,750	16,600	15,800	15,000
 SLOVAKIA	3,914	3,963	3,980	3,739	3,276	3,210	N/A
 SLOVENIA	1,608	1,653	1,623	1,489	1,525	1,600	1,600
 SPAIN	39,373	39,955	41,289	36,450	40,000	42,305	43,042
 SWEDEN	4,542	4,646	4,615	4,638	4,729	4,763	4,709
<b>TOTAL EU 27</b>	<b>311,020</b>	<b>≈ 319,062</b>	<b>≈ 319,633</b>	<b>≈ 294,698</b>	<b>≈ 297,924</b>	<b>≈ 310,786</b>	<b>≈ 301,450</b>
 NORWAY	2,616	2,845	2,799	3,039	N/A	N/A	N/A
 SWITZERLAND	4,623	4,715	4,736	4,530	4,437	4,732	4,559
 UNITED KINGDOM	45,924	47,772	47,119	40,883	46,068	46,160	44,316
<b>TOTAL ALL</b>	<b>≈ 364,183</b>	<b>≈ 374,394</b>	<b>≈ 374,287</b>	<b>≈ 343,150</b>	<b>≈ 351,468</b>	<b>≈ 364,717</b>	<b>≈ 353,364</b>

*Austrian, German, Litanian 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.*

*Ireland 2022 - 2023 data source: Drinks Ireland Irish Beer Market Report 2022.*

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

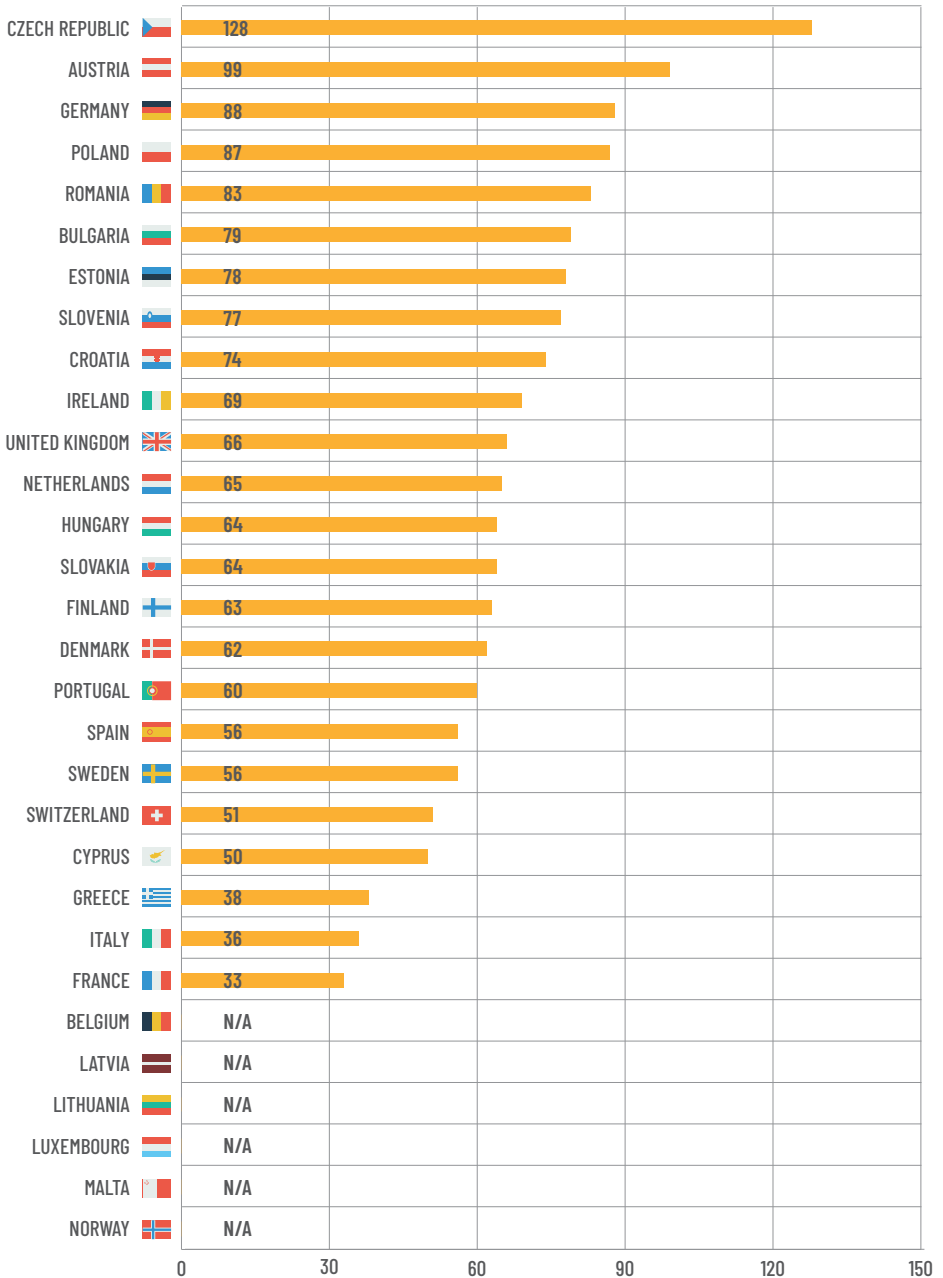
*Finnish 'beer' comprises alcohol-free beer, low alcohol and non-alcohol beers and beer mixes of the members of the association who represent about 91% of the market sales.*

*Slovakia: 2021 - 2022 data includes alcohol beer only.*

*United Kingdom: data for 2023 is provisional.*































# BEER CONSUMPTION PER CAPITA 2023

(Litres)



# BEER CONSUMPTION PER CAPITA 2017 - 2023

(Litres)

COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	105	107	107	100	101	102	99
 BELGIUM	N/A	65	N/A	55	N/A	64	N/A
 BULGARIA	74	75	74	75	77	80	79
 CROATIA	79	84	88	81	77	79	74
 CYPRUS	58	59	59	43	47	51	50
 CZECH REPUBLIC	138	141	142	135	129	136	128
 DENMARK	62	62	62	61	65	64	62
 ESTONIA	82	80	81	81	N/A	79	78
 FINLAND	74	72	70	68	68	64	63
 FRANCE	33	33	33	33	33	33	33
 GERMANY	98	99	97	92	89	92	88
 GREECE	35	36	37	28	32	35	38
 HUNGARY	67	68	70	68	68	67	64
 IRELAND	79	80	77	64	61	71	69
 ITALY	33	34	35	32	35	38	36
 LATVIA	79	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	76	72	69	45	50	50	N/A
 MALTA	52	55	52	39	41	50	N/A
 NETHERLANDS	70	71	71	61	62	70	65
 POLAND	97	100	98	93	92	93	87
 PORTUGAL	51	51	53	46	48	58	60
 ROMANIA	82	85	86	87	87	83	83
 SLOVAKIA	72	74	75	69	60	59	64
 SLOVENIA	78	80	78	71	72	76	77
 SPAIN	49	52	52	50	50	58	56
 SWEDEN	57	57	56	56	57	57	56
 NORWAY	50	54	57	56	N/A	N/A	N/A
 SWITZERLAND	54	55	55	52	51	54	51
 UNITED KINGDOM	70	72	71	61	69	69	66

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

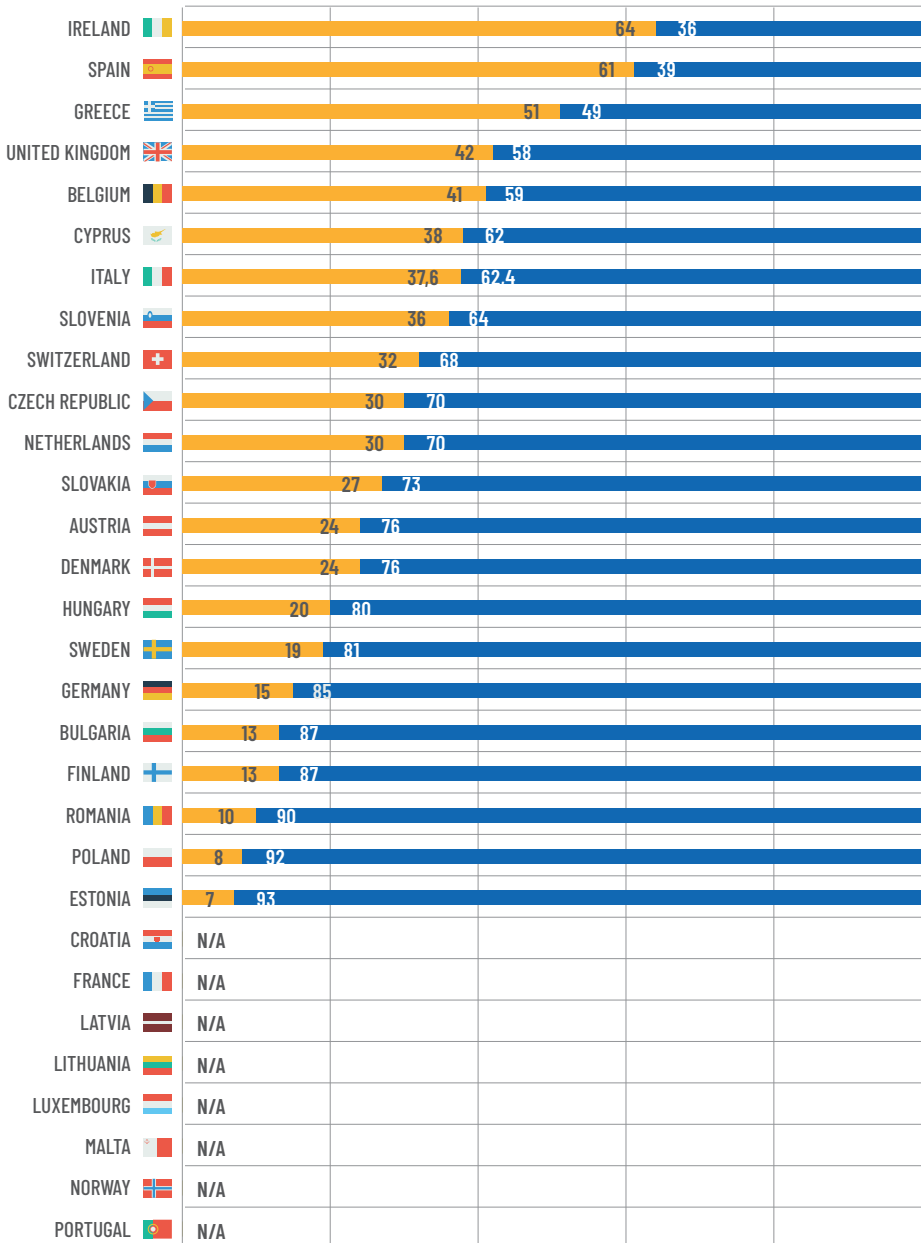
**Estonia:** calculation on 15+ years of age.

**Slovenia 2017 - 2021:** on total population basis.































**Slovakia:** 2021 - 2023 data includes alcohol beer only.

**Sweden:** including no- an low- alcohol.

**Finland:** recorded consumption (no private imports). Including below 2,8 abv only from member companies.



ON-TRADE OFF-TRADE

COUNTRY	2017		2018		2019		2020		2021		2022		2023	
	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF
 AUSTRIA	28	72	28	72	27	73	17	83	15	85	24	76	24	76
 BELGIUM	43	57	42	58	42	58	27	73	31	69	41	59	41	59
 BULGARIA	20	80	20	80	20	80	11	89	12	88	13	87	13	87
 CROATIA	40	60	40	60	N/A	N/A	31	69	40	60	40	60	N/A	N/A
 CYPRUS	51	49	55	45	53	47	30	70	25	75	33	67	38	62
 CZECH REPUBLIC	38	62	36	64	35	65	26	74	25	75	31	69	30	70
 DENMARK	25	75	23	77	25	75	14	86	17	83	24	76	24	76
 ESTONIA	7	93	7	93	7	93	5	95	5	95	7	93	N/A	93
 FINLAND	14	86	14	86	14	86	9	91	9	91	13	87	13	87
 FRANCE	36	64	35	65	35	65	35	65	35	65	35	65	N/A	N/A
 GERMANY	18	82	18	82	18	82	10	90	16	84	16	84	15	85
 GREECE	59	41	61	39	57	43	40	60	47	53	52	48	51	49
 HUNGARY	35	65	30	70	30	70	17	83	18	82	20	80	20	80
 IRELAND	65	35	64	37	63	37	30	70	N/A	N/A	64	37	64	36
 ITALY	38	62	36	64	36	64	27	73	33	67	36	64	38	62
 LATVIA	10	90	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	47	53	45	55	43	57	40	60	42	58	40	60	N/A	N/A
 MALTA	64	36	64	36	63	37	49	51	48	52	55	45	N/A	N/A
 NETHERLANDS	30	70	29	71	30	70	15	85	17	83	30	70	30	70
 POLAND	15	85	14	86	11	89	8	92	8	92	7	93	8	92
 PORTUGAL	69	31	69	31	70	30	60	40	60	40	67	33	N/A	N/A
 ROMANIA	15	85	15	85	14	86	8	92	9	91	10	90	10	90
 SLOVAKIA	29	71	28	72	29	71	19	81	20	80	23	77	27	73
 SLOVENIA	40	60	35	65	34	66	30	70	26	74	33	67	36	64
 SPAIN	63	37	67	33	68	32	44	56	51	49	59	41	61	39
 SWEDEN	21	79	20	80	20	80	13	87	14	86	19	81	19	81
 NORWAY	19	81	19	81	19	81	11	89	N/A	N/A	N/A	N/A	N/A	N/A
 SWITZERLAND	40	60	39	61	38	62	27	73	26	74	33	67	32	68
 UNITED KINGDOM	47	53	46	54	45	55	24	76	31	69	41	59	42	58

**Finland:** statistics from Valvira (National Supervisory Authority for Welfare and Health).

**Hungary 2021 - 2022:** data from the top 5 producers.

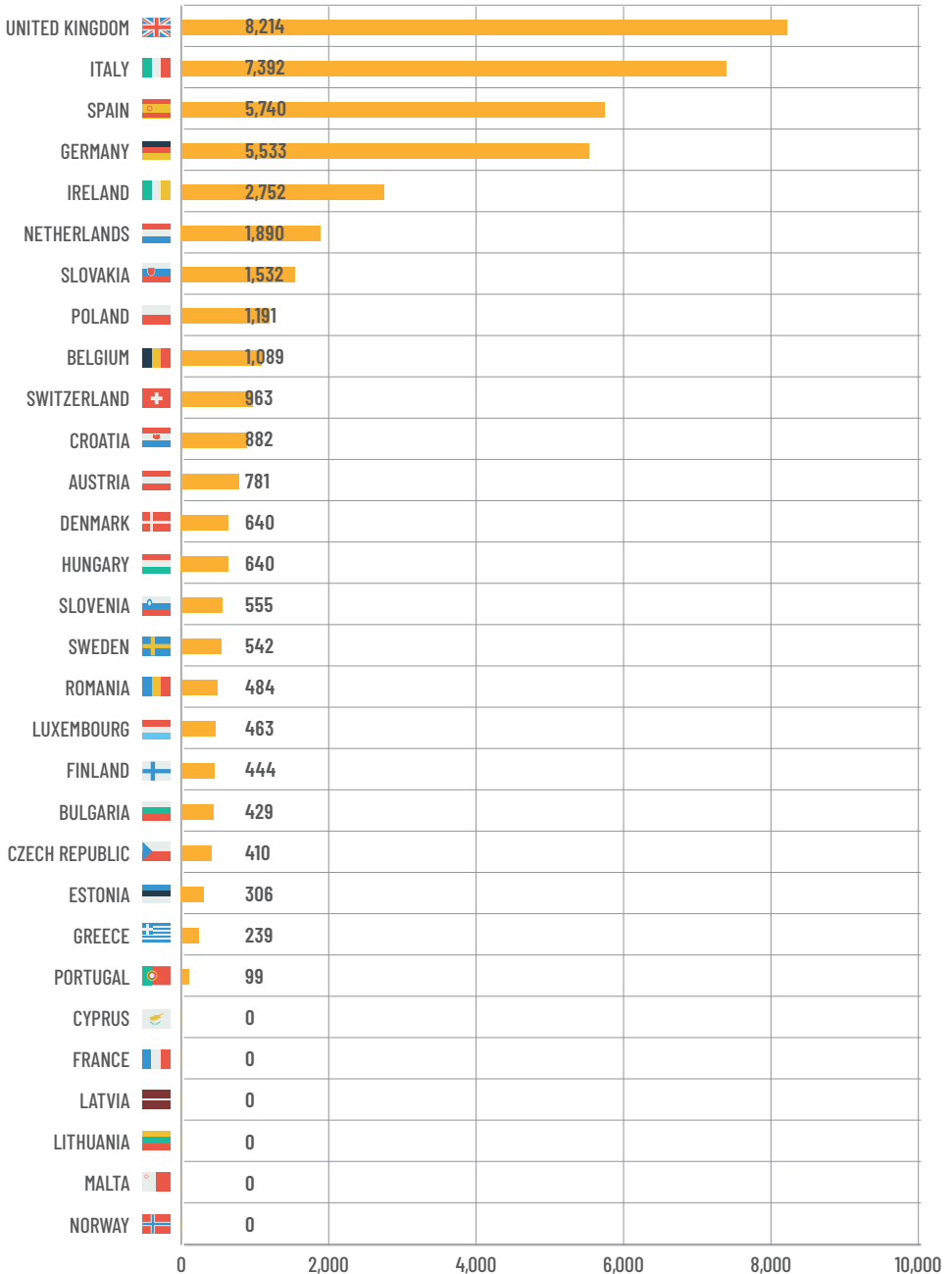
**Romania:** 2020 - 2022 data from NielsenIQ Romania.

**United Kingdom:** data for 2022-2023 is provisional.

## 7

## TOTAL IMPORTS 2023

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



































## 7

## 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	480	13
 DENMARK	659		770		618	
 ESTONIA	260		277		249	
 FINLAND	327	70	348	59	347	45
 FRANCE	N/A	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		766		799	
 IRELAND	2,673		2,937		3,630	
 ITALY	6,624	468	6,963	375	6,071	343
 LATVIA	382	58	368	71	N/A	N/A
 LITHUANIA	81	366	82	398	N/A	N/A
 LUXEMBOURG	410		275		200	
 MALTA	86	10	79	10	59	6
 NETHERLANDS	1,956		1,876		1,553	
 POLAND	679	77	843	100	1,088	
 PORTUGAL	198	1	199	1	161	
 ROMANIA	492	49	445	59	594	51
 SLOVAKIA	2,086	5	1,843	6	1,827	3
 SLOVENIA	612	5	607	10	923	12
 SPAIN	4,477	315	4,491	372	4,865	393
 SWEDEN	539		534		591	
<b>TOTAL EU 27</b>	<b>≈ 45,278</b>		<b>≈ 46,205</b>		<b>≈ 45,019</b>	
 NORWAY	306	83	339	83	430	66
 SWITZERLAND	975	70	977	83	1,045	81
 UNITED KINGDOM	8,341	1,752	8,227	1,551	9,510	908
<b>TOTAL ALL</b>	<b>≈ 56,805</b>		<b>≈ 57,465</b>		<b>≈ 57,060</b>	

## 7

## IMPORTS 2021 - 2023

(in 1,000 HL)

COUNTRY	2021		2022		2023	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	621	27	728	24	759	22
 BELGIUM	1,534	172	1,083	94	1,033	56
 BULGARIA	661	133	602	172	292	137
 CROATIA	948	241	910	151	766	116
 CYPRUS	80	19	33		N/A	N/A
 CZECH REPUBLIC	508	21	496	24	383	27
 DENMARK	745		780		640	
 ESTONIA	268		320		306	
 FINLAND	323	75	502	65	386	58
 FRANCE	N/A	N/A	531		N/A	N/A
 GERMANY	6,217	246	6,173	300	5,225	308
 GREECE	209	55	230	73	209	30
 HUNGARY	802	802	886	N/A	640	N/A
 IRELAND	2,661		2,792		2,752	
 ITALY	6,667	393	7,714	279	7,227	165
 LATVIA	N/A	N/A	93		N/A	N/A
 LITHUANIA	N/A	N/A	155		N/A	N/A
 LUXEMBOURG	420		428		463	
 MALTA	59	8	77	12	N/A	N/A
 NETHERLANDS	1,672	N/A	1,858	N/A	1,890	
 POLAND	N/A	999	1,157		N/A	1,191
 PORTUGAL	108	N/A	145	N/A	99	N/A
 ROMANIA	643	57	673	49	401	83
 SLOVAKIA	1,551	4	1,699	1	1,531	1
 SLOVENIA	494	N/A	655		555	
 SPAIN	5,116	491	4,872	573	5,243	497
 SWEDEN	612		565		N/A	542
<b>TOTAL EU 27</b>	<b>≈ 44,029</b>		<b>≈ 45,138</b>		<b>≈ 42,099</b>	
 NORWAY	N/A	N/A	496	24	N/A	N/A
 SWITZERLAND	958	97	968	86	899	64
 UNITED KINGDOM	10,069	628	8,608	260	8,024	190
<b>TOTAL ALL</b>	<b>≈ 56,277</b>		<b>≈ 55,555</b>		<b>≈ 51,772</b>	

**Hungary:** data from the top 5 producers.

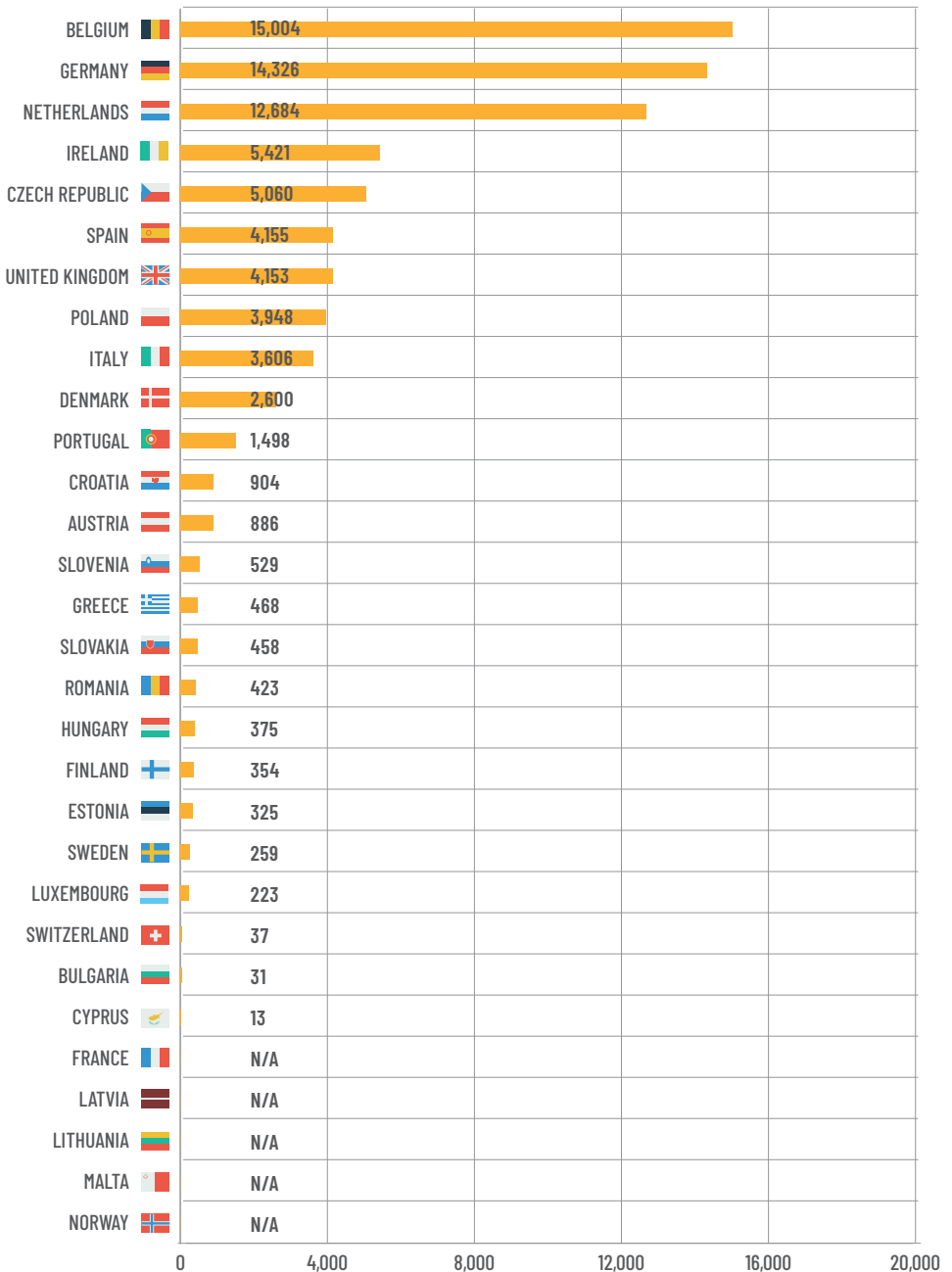
**Slovakia:** data includes imports from NC 2203 and 220291.































**Slovenia 2022:** data includes non alcohol beers.































**Sweden:** imported beer sales at systembolaget.

## TOTAL EXPORTS 2023

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



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	11,232	5,388	13,118	5,287	12,930	4,907
 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		516	
 IRELAND	4,891		5,113		4,569	
 ITALY	2,219	858	2,461	1,029	894	2,434
 LATVIA	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	160		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	120	26	189	38	393	69
 SLOVENIA	526	252	522	277	615	339
 SPAIN	1,657	1,324	1,640	1,450	1,460	1,997
 SWEDEN	454	52	497		252	
<b>TOTAL EU 27</b>	<b>≈ 85,190</b>		<b>≈ 86,948</b>		<b>≈ 84,712</b>	
 NORWAY	43	6	36	3	25	4
 SWITZERLAND	42	1	56	1	49	1
 UNITED KINGDOM	2,897	2,333	2,608	2,655	2,450	2,017
<b>TOTAL ALL</b>	<b>≈ 90,513</b>		<b>≈ 92,307</b>		<b>≈ 89,258</b>	

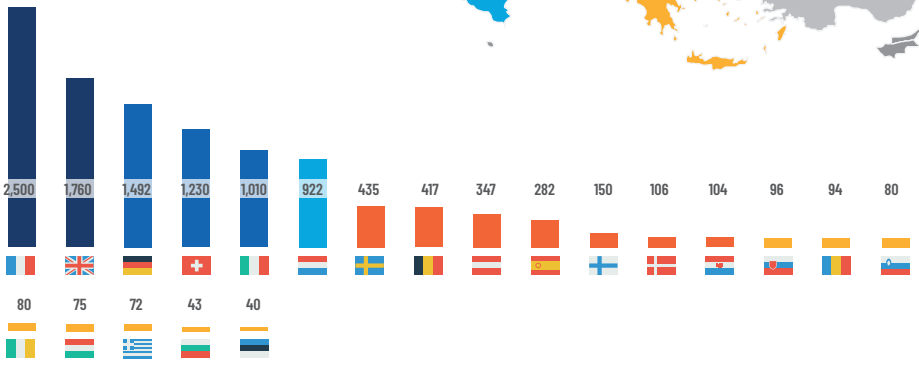
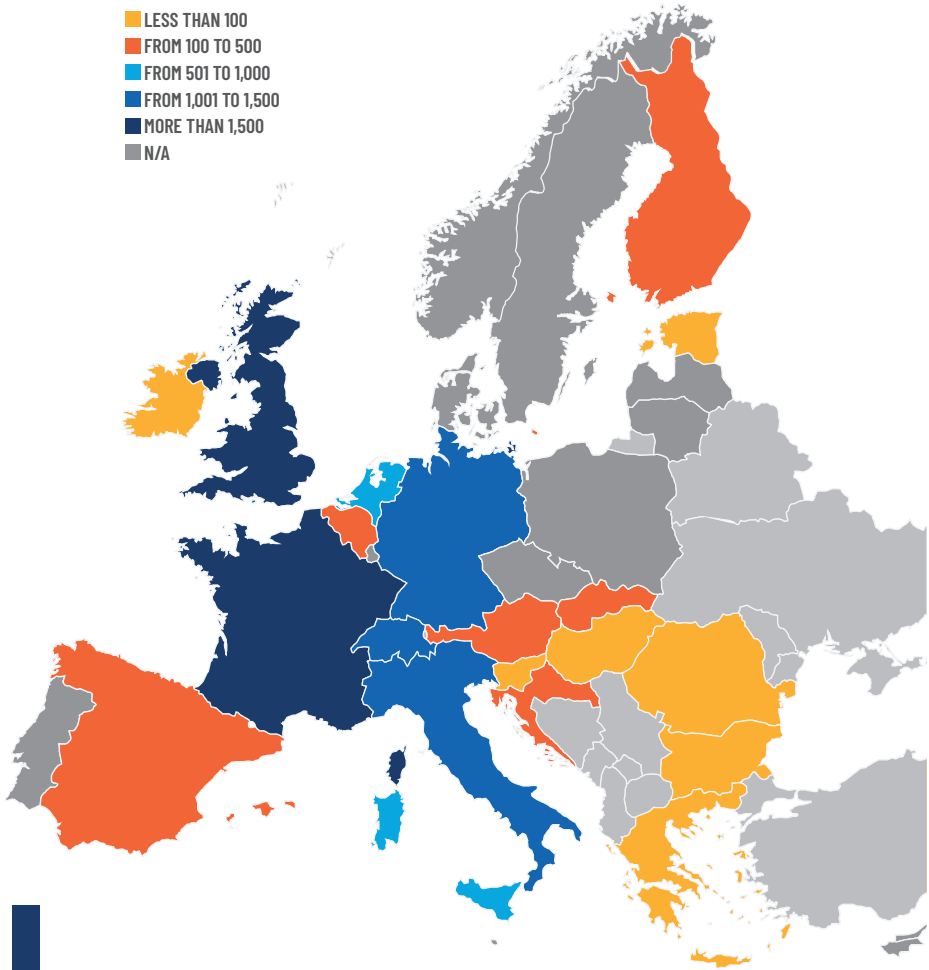
COUNTRY	2021		2022		2023	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
 AUSTRIA	731	202	718	171	742	144
 BELGIUM	13,057	4,288	13,379	2,836	12,797	2,207
 BULGARIA	91	12	19	13	13	18
 CROATIA	134	415	413	500	389	515
 CYPRUS	10	5	10	4	10	3
 CZECH REPUBLIC	3,877	1,293	4,211	1,111	3,988	1,072
 DENMARK	3,152		3,177		2,600	
 ESTONIA	663		597		325	
 FINLAND	172	13	280	44	284	70
 FRANCE	N/A	N/A	N/A	N/A	N/A	N/A
 GERMANY	7,648	8,093	7,853	7,030	7,898	6,428
 GREECE	533	220	605	218	153	315
 HUNGARY	533		447		375	
 IRELAND	3,960		4,708		5,421	
 ITALY	935	2,927	863	2,947	1,001	2,605
 LATVIA	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	181		90	3	223	
 MALTA	6	6	5	5	N/A	N/A
 NETHERLANDS	12,870		12,880		12,684	
 POLAND	4,173		3,944		3,948	
 PORTUGAL	1,306	499	1,185	576	1,065	433
 ROMANIA	341	142	338	182	266	157
 SLOVAKIA	194	110	389	79	392	66
 SLOVENIA	N/A	N/A	898		529	
 SPAIN	1,527	2,201	1,896	2,380	1,700	2,455
 SWEDEN	254		291		259	
<b>TOTAL EU 27</b>	<b>≈ 85,110</b>		<b>≈ 84,941</b>		<b>≈ 81,112</b>	
 NORWAY	N/A	N/A	N/A	N/A	N/A	N/A
 SWITZERLAND	55	1	62	4	36	1
 UNITED KINGDOM	2,497	1,914	3,109	1,858	2,610	1,543
<b>TOTAL ALL</b>	<b>≈ 89,607</b>		<b>≈ 90,003</b>		<b>≈ 85,331</b>	

*Hungary:* data from the top 5 producers.































*Slovakia:* data includes imports from NC 2203 and 220291.

*Slovenia 2022:* data includes non alcohol beers.

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



## NUMBER OF ACTIVE BREWERIES 2017 - 2023

COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	273	298	311	309	324	349	347
 BELGIUM	258	304	339	378	408	430	417
 BULGARIA	25	29	33	37	43	40	43
 CROATIA	6	97	92	98	101	109	106
 CYPRUS	3	4	4	4	7	7	6
 CZECH REPUBLIC	450	488	617	599	599	N/A	N/A
 DENMARK	197	206	216	228	242	261	N/A
 ESTONIA	43	53	36	40	38	40	40
 FINLAND	94	105	113	118	137	136	150
 FRANCE	1,100	1,600	2,000	2,300	2,500	2,500	2,500
 GERMANY	1,500	1,542	1,552	1,536	1,512	1,521	1,492
 GREECE	43	46	57	62	71	75	72
 HUNGARY	55	77	79	80	75	75	75
 IRELAND	72	77	77	77	77	80	80
 ITALY	868	874	853	769	827	916	1,010
 LATVIA	45	64	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	32	34	33	18	16	18	N/A
 MALTA	2	2	2	2	2	2	N/A
 NETHERLANDS	507	745	805	857	910	936	922
 POLAND	210	250	310	363	346	326	N/A
 PORTUGAL	120	120	120	120	110	110	N/A
 ROMANIA	45	64	75	92	99	96	96
 SLOVAKIA	68	73	80	90	96	100	104
 SLOVENIA	66	91	104	106	99	99	94
 SPAIN	452	456	441	225	293	293	282
 SWEDEN	312	336	363	392	421	435	435
<b>TOTAL EU 27</b>	<b>≈ 9,918</b>	<b>≈ 8,107</b>	<b>≈ 8,848</b>	<b>≈ 9,036</b>	<b>≈ 9,489</b>	<b>≈ 9,689</b>	<b>≈ 9,723</b>
 NORWAY	136	128	129	135	N/A	N/A	N/A
 SWITZERLAND	869	1,021	1,132	1,212	1,278	1,230	1,230
 UNITED KINGDOM	1,930	1,960	2,030	1,870	1,820	1,830	1,760
<b>TOTAL ALL</b>	<b>≈ 9,853</b>	<b>≈ 11,216</b>	<b>≈ 12,139</b>	<b>≈ 12,253</b>	<b>≈ 12,722</b>	<b>≈ 12,884</b>	<b>≈ 12,848</b>

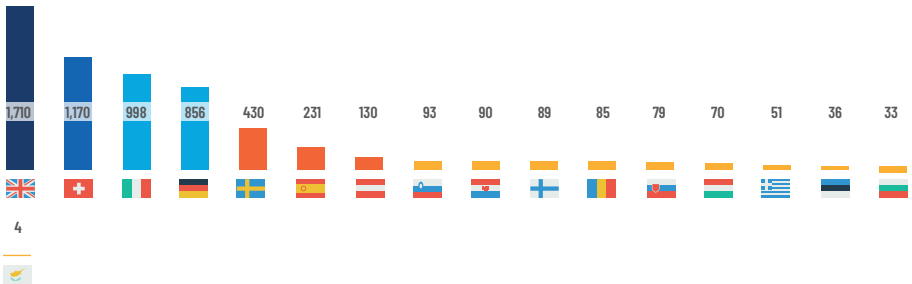
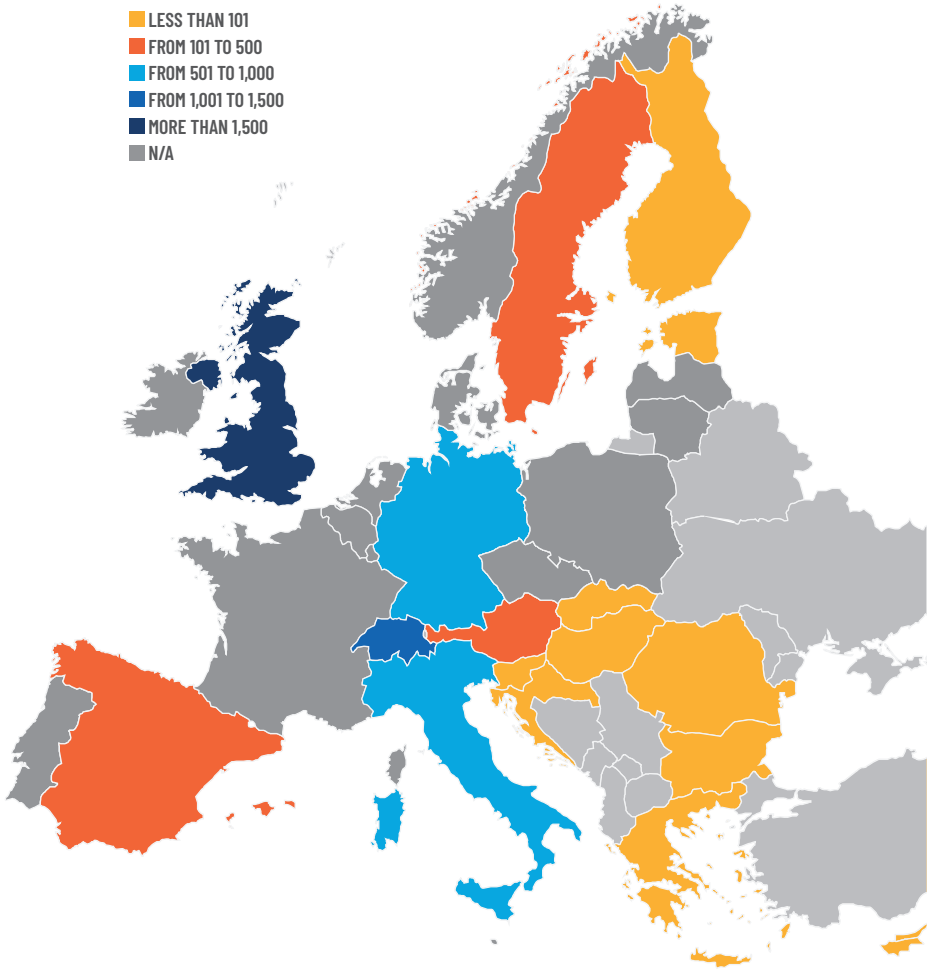
**Croatia 2017:** microbreweries not included.

**Estonia 2022:** brewing companies only.































**Finland 2022:** source: National Supervisory Authority for Welfare and Health.

**France 2022:** source: website Brasseurs de France.

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

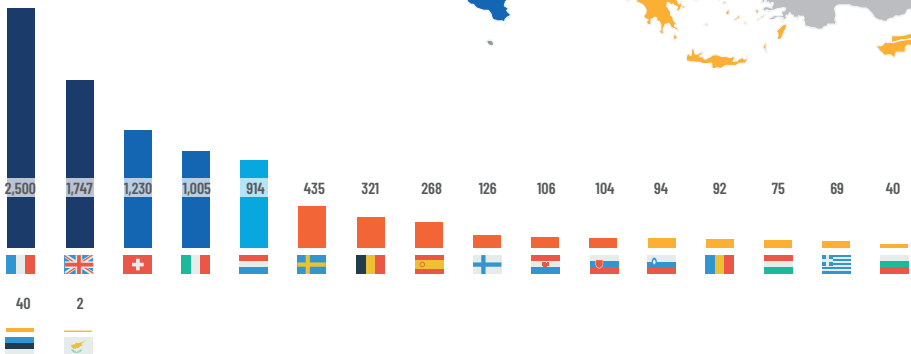
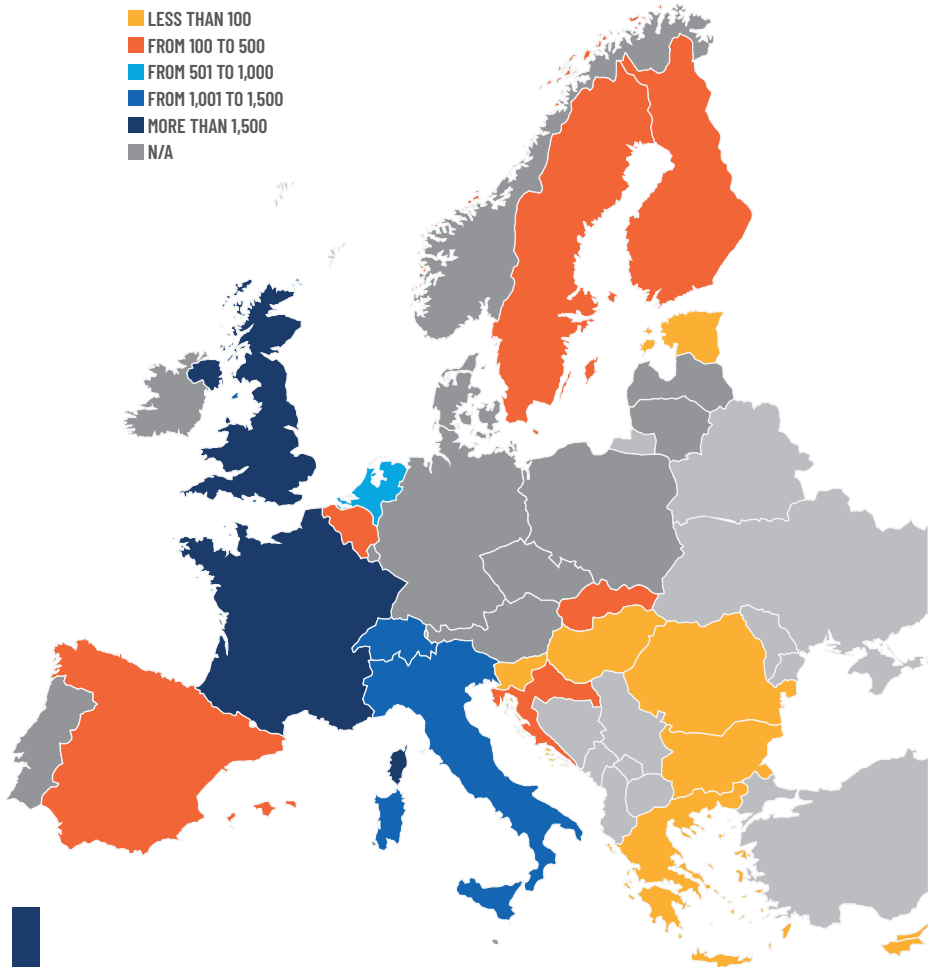


































COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	129	126	126	118	118	130	130
 BELGIUM	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 BULGARIA	13	16	19	26	30	33	33
 CROATIA	N/A	N/A	79	84	88	92	90
 CYPRUS	1	2	2	2	5	5	4
 CZECH REPUBLIC	402	440	519	506	506	N/A	N/A
 DENMARK	157	175	180	190	200	230	N/A
 ESTONIA	40	50	27	38	35	35	36
 FINLAND	73	74	82	89	91	95	89
 FRANCE	1,000	1,450	1,650	2,100	2,300	2,300	N/A
 GERMANY	832	853	863	908	890	875	856
 GREECE	30	30	35	40	47	51	51
 HUNGARY	75	75	75	75	70	70	70
 IRELAND	75	75	75	75	74	N/A	N/A
 ITALY	693	692	684	756	814	870	998
 LATVIA	42	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	29	31	31	10	10	10	N/A
 MALTA	2	2	2	2	2	2	N/A
 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	115	115	115	115	105	105	N/A
 ROMANIA	31	50	61	78	85	82	85
 SLOVAKIA	55	57	66	75	80	75	79
 SLOVENIA	64	90	103	105	98	98	93
 SPAIN	393	396	378	191	243	247	231
 SWEDEN	307	331	354	383	412	430	430
 NORWAY	107	103	117	129	N/A	N/A	N/A
 SWITZERLAND	818	933	1,075	1,159	1,228	1,170	1,170
 UNITED KINGDOM	1,878	1,908	1,977	1,815	1,766	1,779	1,710

Finland 2018 - 2023: source: Valvira.

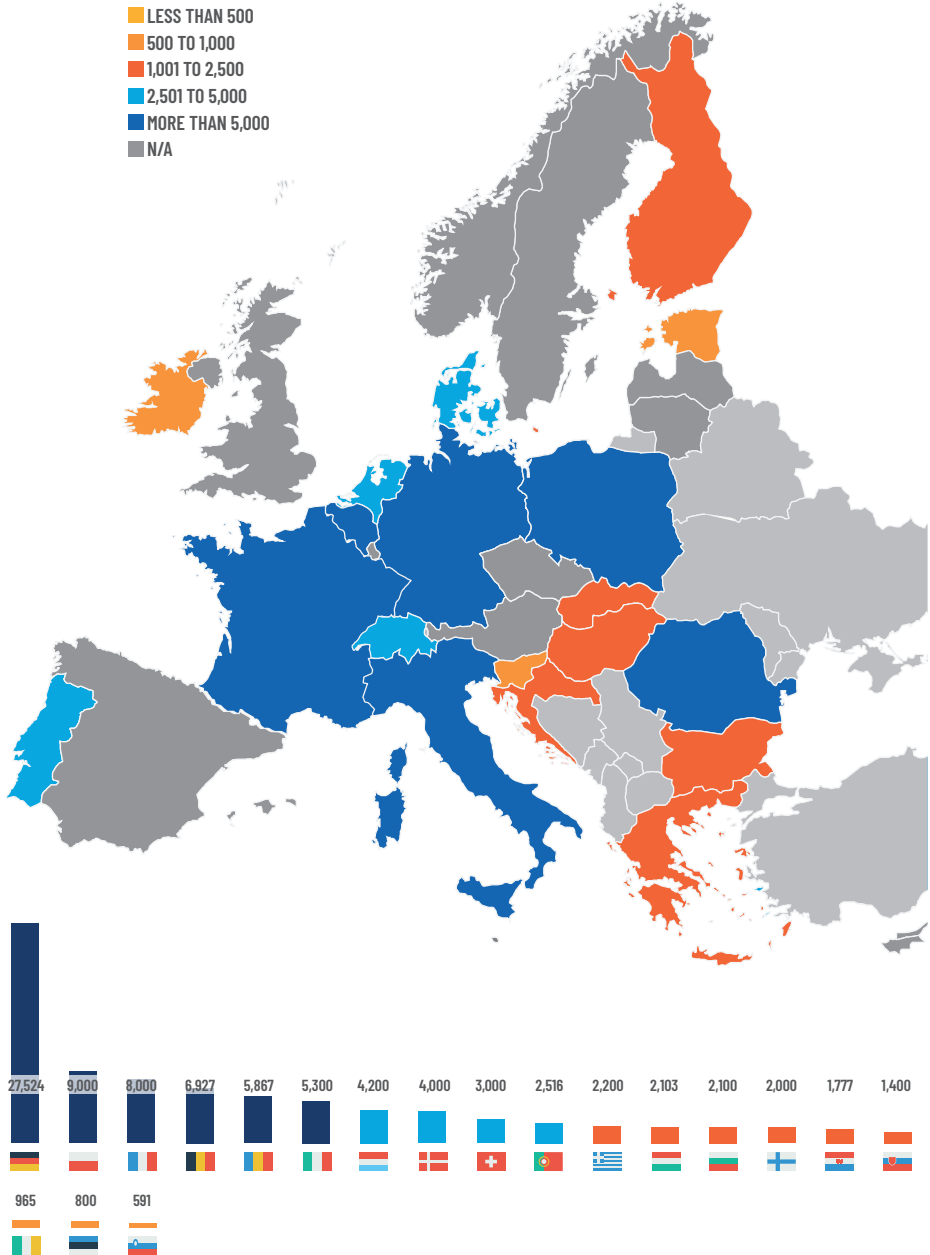
- LESS THAN 100
- FROM 100 TO 500
- FROM 501 TO 1,000
- FROM 1,001 TO 1,500
- MORE THAN 1,500
- N/A










































COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	263	288	301	297	312	337	N/A
 BELGIUM	184	218	257	270	283	309	321
 BULGARIA	24	27	30	34	40	37	40
 CROATIA	6	97	92	98	101	109	106
 CYPRUS	3	4	4	4	2	2	2
 CZECH REPUBLIC	437	475	597	584	584	N/A	N/A
 DENMARK	167	185	190	200	210	230	N/A
 ESTONIA	43	53	36	50	45	40	40
 FINLAND	87	97	103	107	119	121	126
 FRANCE	1,100	1,520	2,000	2,300	2,500	2,500	2,500
 GERMANY	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 GREECE	40	43	54	59	68	72	69
 HUNGARY	55	77	79	80	75	75	75
 IRELAND	102	128	128	128	127	N/A	N/A
 ITALY	864	868	848	764	822	878	1,005
 LATVIA	45	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	16	N/A	N/A
 LUXEMBOURG	29	33	33	20	N/A	18	N/A
 MALTA	2	2	2	2	2	2	N/A
 NETHERLANDS	620	739	798	859	900	926	914
 POLAND	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 PORTUGAL	120	120	120	120	N/A	N/A	N/A
 ROMANIA	39	58	69	86	93	90	92
 SLOVAKIA	68	73	80	90	96	100	104
 SLOVENIA	65	91	104	106	99	99	94
 SPAIN	434	443	428	212	279	279	268
 SWEDEN	312	336	363	392	421	435	435
 NORWAY	133	125	125	128	N/A	N/A	N/A
 SWITZERLAND	869	1,021	1,132	1,212	1,278	1,230	1,230
 UNITED KINGDOM	1,916	1,946	2,015	1,852	1,803	1,817	1,747

*Croatia 2017, microbreweries not included.*

*Finland 2023: source: Valvira.*



COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	3,800	3,700	N/A	N/A	N/A	N/A	N/A
 BELGIUM	5,800	6,255	6,551	6,194	6,645	6,866	6,927
 BULGARIA	2,300	2,100	2,100	2,100	2,150	2,150	2,100
 CROATIA	1,500	1,500	1,600	1,690	1,674	1,801	1,777
 CYPRUS	600	600	600	600	605	620	N/A
 CZECH REPUBLIC	5,600	5,600	N/A	N/A	N/A	N/A	N/A
 DENMARK	3,750	4,000	4,000	4,000	4,000	4,000	4,000
 ESTONIA	900	1,000	1,000	800	800	800	800
 FINLAND	2,000	2,000	2,000	1,900	2,000	2,000	2,000
 FRANCE	6,500	7,080	7,700	7,700	8,000	8,000	8,000
 GERMANY	27,200	27,561	28,133	27,295	27,242	27,916	27,524
 GREECE	2,000	2,000	2,100	2,100	2,100	2,200	2,200
 HUNGARY	1,700	2,064	2,077	2,113	2,099	2,094	2,103
 IRELAND	1,100	1,100	1,147	1,132	923	935	965
 ITALY	5,470	5,500	5,700	5,200	5,300	5,600	5,300
 LATVIA	1,400	N/A	N/A	N/A	N/A	N/A	N/A
 LITHUANIA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
 LUXEMBOURG	120	116	120	120	115	125	N/A
 MALTA	500	500	500	500	500	500	N/A
 NETHERLANDS	6,100	6,100	4,374	4,198	4,200	4,200	4,200
 POLAND	9,300	9,500	9,500	9,500	9,500	9,300	9,000
 PORTUGAL	2,183	2,274	2,403	2,508	2,310	2,361	2,516
 ROMANIA	5,800	5,973	6,015	6,090	5,950	5,942	5,867
 SLOVAKIA	1,500	1,500	1,500	1,500	1,400	1,400	1,400
 SLOVENIA	688	690	707	676	640	623	591
 SPAIN	7,200	9,500	9,900	10,600	10,600	10,500	N/A
 SWEDEN	4,707	4,802	4,894	4,618	4,937	4,997	N/A
<b>TOTAL EU 27</b>	<b>≈ 112,018</b>	<b>≈ 116,715</b>	<b>≈ 117,621</b>	<b>≈ 116,134</b>	<b>≈ 116,690</b>	<b>≈ 117,930</b>	<b>≈ 117,012</b>
 NORWAY	1,300	1,200	N/A	N/A	N/A	N/A	N/A
 SWITZERLAND	2,900	3,000	3,000	3,000	3,000	3,000	3,000
 UNITED KINGDOM	16,100	17,200	16,200	16,700	17,700	16,500	N/A
<b>TOTAL ALL</b>	<b>≈ 132,318</b>	<b>≈ 138,115</b>	<b>≈ 138,021</b>	<b>≈ 137,034</b>	<b>≈ 138,590</b>	<b>≈ 138,630</b>	<b>≈ 137,712</b>

COUNTRY	2017	2018	2019	2020	2021	2022	2023
 AUSTRIA	192.00	200.00	189.64	193.65	177.81	206.00	N/A
 BELGIUM	200.80	200.98	199.73	168.26	178.63	191.30	178.99
 BULGARIA	40.59	41.40	40.29	38.30	38.00	39.60	37.50
 CROATIA	85.44	89.86	84.74	75.60	83.50	89.54	86.16
 CYPRUS	13.50	14.60	14.23	27.72	30.88	33.80	N/A
 CZECH REPUBLIC	171.52	190.29	184.81	172.03	171.31	N/A	N/A
 DENMARK	122.30	114.80	110.06	104.83	112.40	111.61	105.00
 ESTONIA	58.32	66.58	62.57	56.26	59.30	62.57	62.07
 FINLAND	596.00	654.00	652.00	654.00	610.00	641.00	619.00
 FRANCE	892.00	943.00	987.00	890.00	948.00	1,030.00	1,030.00
 GERMANY	664.00	655.00	617.00	566.00	584.00	600.00	580.00
 GREECE	194.78	196.27	198.05	154.28	171.02	190.04	193.18
 HUNGARY	152.16	147.30	149.97	107.40	117.50	115.10	96.30
 IRELAND	424.00	430.00	421.00	351.00	351.00	392.00	404.00
 ITALY	703.00	711.00	713.00	646.00	693.00	707.00	689.00
 LATVIA	36.85	53.05	53.77	52.00	51.35	53.14	N/A
 LITHUANIA	88.57	101.49	100.43	98.40	97.54	103.59	N/A
 LUXEMBOURG	5.74	5.70	5.70	4.00	4.00	4.00	N/A
 MALTA	4.00	3.83	3.89	4.00	3.00	4.10	N/A
 NETHERLANDS	450.00	457.00	422.00	384.00	392.00	476.00	380.00
 POLAND	829.44	833.52	786.73	764.48	714.22	781.25	846.37
 PORTUGAL	84.39	87.64	93.93	78.40	82.50	100.50	109.00
 ROMANIA	133.53	133.27	132.80	140.07	133.78	135.27	142.31
 SLOVAKIA	57.54	59.70	59.53	56.96	55.32	55.88	53.49
 SLOVENIA	87.00	91.00	90.00	83.00	85.00	89.00	91.00
 SPAIN	342.96	348.90	357.88	321.76	349.48	370.70	370.79
 SWEDEN	419.40	425.28	411.83	443.76	444.70	467.00	N/A
 NORWAY	612.44	647.36	N/A	N/A	N/A	N/A	N/A
 SWITZERLAND	94.00	109.00	107.50	101.30	103.50	116.90	121.40
 UNITED KINGDOM	3,939.77	4,096.93	4,155.98	3,542.26	4,092.85	4,245.22	4,232.92

*Italy, Finland 2017 - 2020, Norway and Spain 2017 - 2022 data as provided by the national association.*

*Romania 2018, 2021, 2022, 2023 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).*

*Czech Republic 2020 - 2021, Latvia 2020 - 2022, Lithuania 2020 - 2022, Sweden 2020 data from DG Taxud, EU Commission.*

**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 2024 edition were mainly collated via the national brewers' associations through surveys by The Brewers of Europe.

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
- European Commission
- National authorities

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 by checking with the national associations and against data 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 | 2024 Edition





The Brewers of Europe  
Rue Caroly 23 - 25  
B - 1050 Brussels  
Belgium

Phone: +32 2 5511810  
[info@brewersofeurope.eu](mailto:info@brewersofeurope.eu)  
[www.brewersofeurope.eu](http://www.brewersofeurope.eu)



THE BREWERS OF EUROPE