

Kirin Beer University Report

Global Beer Consumption by Country in 2019

Global beer consumption increased for the second consecutive year; Asia remains the top beer-consuming region for the 12th consecutive year

TOKYO, Tuesday December 29, 2020 -Kirin Holdings Company, Limited (President and CEO: Yoshinori Isozaki; hereafter “Kirin”) operates the Kirin Beer University(<https://www.kirin.co.jp/entertainment/daigaku/>), a virtual university on the Internet which was established in July 2001 to promote the enjoyment of beer and deep knowledge about beer to consumers. With various faculties and facilities, consumers can learn about a variety of topics, ranging from the best way to drink delicious beer to other interesting facts about beer—24 hours a day, 365 days a year.

This report for 2019 publishes the details of global beer consumption in 170 major countries and regions. The report is based on findings obtained from questionnaires sent by Kirin to various brewers’ associations around the world, as well as the latest industry statistics available overseas. The data for global beer consumption has been tracked by Kirin since 1975.

Main Topics

- **Global beer consumption stood at approximately 189.05 million kiloliters in 2019, up 0.5% from the previous year for the second consecutive year. If the volume of the Tokyo Dome was compared to a beer mug, this level of consumption is equivalent to filling up the Tokyo Dome about 152 times over.**
- **China remained the largest beer-consuming country in the world for the 17th consecutive year; however, consumption decreased in 2019 by 0.4% year-on-year. Mexico, in fourth place, marked a 3.8% increase in beer consumption, maintaining growth for the sixth consecutive year. Besides Mexico, other countries among the world’s top 10 beer-consuming countries which saw an increase were Russia, Vietnam, and Spain.**
- **By region, Asia consumed 0.7% more beer in 2019 compared to 2018, and still holds a 33.0% share of the global beer market, remaining the world’s largest beer-consuming region for the 12th consecutive year. Beer consumption in Africa went up 5.2% from the previous year, marking its ninth year of growth.**

In 2019, the global beer consumption was 189.05 million kiloliters (equivalent to approximately 298.7 billion 633 ml bottles), with an increase of about 990,000 kiloliters, which is equivalent to approximately 1.6 billion 633 ml bottles. In comparison with 2018, there was an annual increase of 0.5%. The total volume of the global beer consumption is equivalent to about 152 Tokyo Domes, if the stadium was a beer mug with a capacity of about 1.24 million kiloliters.

1. Global Beer Consumption by Country in 2019 (Table 1)

- China remained the largest beer-consuming country in the world for the 17th consecutive year since 2003, despite a decrease of 0.4% compared to 2018
- Japan was ranked seventh for the 13th consecutive year since 2007, consuming 1.4% less beer than 2018.

2. Global Beer Consumption by Region in 2019 (Table 2)

- Although beer consumption decreased in North America, Oceania, and the Middle East, other regions saw consumption increase.
- Asia remained the world’s largest beer-consuming region for the 12th consecutive year, with an increase of 0.7% compared to the previous year. Annual consumption increased

in Vietnam (+3.4%), India (+3.1%), and the Philippines (+5.1%).

- Beer consumption in Africa grew for the ninth consecutive year, with an annual increase of 5.2% in 2019.

3. Per-capita Beer Consumption by Country in 2019 (Table 3)

- Czech Republic remained the world's top in per-capita beer consumption for the 27th consecutive year since 1993.
- Among the top 35 countries, 16 saw an increase in consumption from 2018 to 2019.
- Japan consumed 38.4 liters of beer—the equivalent of about 60.6 bottles (633 ml)—on a per-capita basis in 2019, down 1.3 bottle year-on-year.

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Note: Consumption volume in Japan is a combination of beer, happo-shu (low-malt beer), and new genre (non-malt beer). Due to rounding, the figures may not necessarily add up.

Among the countries whose figures for the previous year were revised for this year's report, the revised figures are used to calculate year-on-year changes.

* The volume of global consumption for the previous year has been updated (revised from 188.79 million kiloliters to 188.06 million kiloliters).

Source: Questionnaires sent by Kirin to the brewers' associations in major countries.

The Barth Report Hops 2019/2020 (BARTH-HAAS GROUP)

Global Beverage Forecasts September 2020 (GlobalData Plc)

* As of 2013, there has been a change in the industry statistics data source. Therefore, some of the data may not necessarily correspond with past reports.

Attachments

(Table 1) Global Beer Consumption by Country in 2019	... 1 sheet
(Table 2) Global Beer Consumption by Region in 2019	... 1 sheet
(Table 3) Per-capita Beer Consumption by Country in 2019	... 1 sheet

(Table 1) Global Beer Consumption by Country in 2019

2019 Ranking	2018 Ranking	Country	2019			2018	
			Total Consumption (thousand kl)	Global Market Share	Growth Rate 2018-2019	Total Consumption (thousand kl)	Global Market Share
1	1	China	39,218	20.7%	-0.4%	39,362	20.9%
2	2	United States of America	23,920	12.7%	-0.5%	24,029	12.8%
3	3	Brazil	12,401	6.6%	-2.1%	12,662	6.7%
4	4	Mexico	9,324	4.9%	3.8%	8,982	4.8%
5	6	Russia	8,306	4.4%	1.2%	8,208	4.4%
6	5	Germany	8,160	4.3%	-2.0%	8,327	4.4%
7	7	Japan	4,869	2.6%	-1.4%	4,937	2.6%
8	8	United Kingdom	4,712	2.5%	-1.4%	4,777	2.5%
9	9	Vietnam	4,650	2.5%	3.4%	4,495	2.4%
10	10	Spain	4,119	2.2%	1.7%	4,051	2.2%
11	11	Poland	3,713	2.0%	-0.7%	3,738	2.0%
12	12	South Africa	3,619	1.9%	5.0%	3,447	1.8%
13	13	India	2,798	1.5%	3.1%	2,713	1.4%
14	14	Colombia	2,480	1.3%	5.0%	2,362	1.3%
15	16	Philippines	2,267	1.2%	5.1%	2,158	1.1%
16	15	France	2,145	1.1%	-0.8%	2,163	1.2%
17	19	Italy	2,070	1.1%	1.9%	2,032	1.1%
18	20	South Korea	2,022	1.1%	0.4%	2,013	1.1%
19	18	Czech Republic	1,999	1.1%	-1.7%	2,033	1.1%
20	17	Canada	1,994	1.1%	-3.0%	2,056	1.1%
21	21	Romania	1,956	1.0%	0.9%	1,938	1.0%
22	23	Thailand	1,887	1.0%	3.0%	1,832	1.0%
23	22	Australia	1,885	1.0%	-0.4%	1,892	1.0%
24	25	Ukraine	1,820	1.0%	0.3%	1,814	1.0%
25	24	Argentina	1,741	0.9%	-4.6%	1,825	1.0%
		Global Total	189,054	100.0%	0.5%	188,064	100.0%

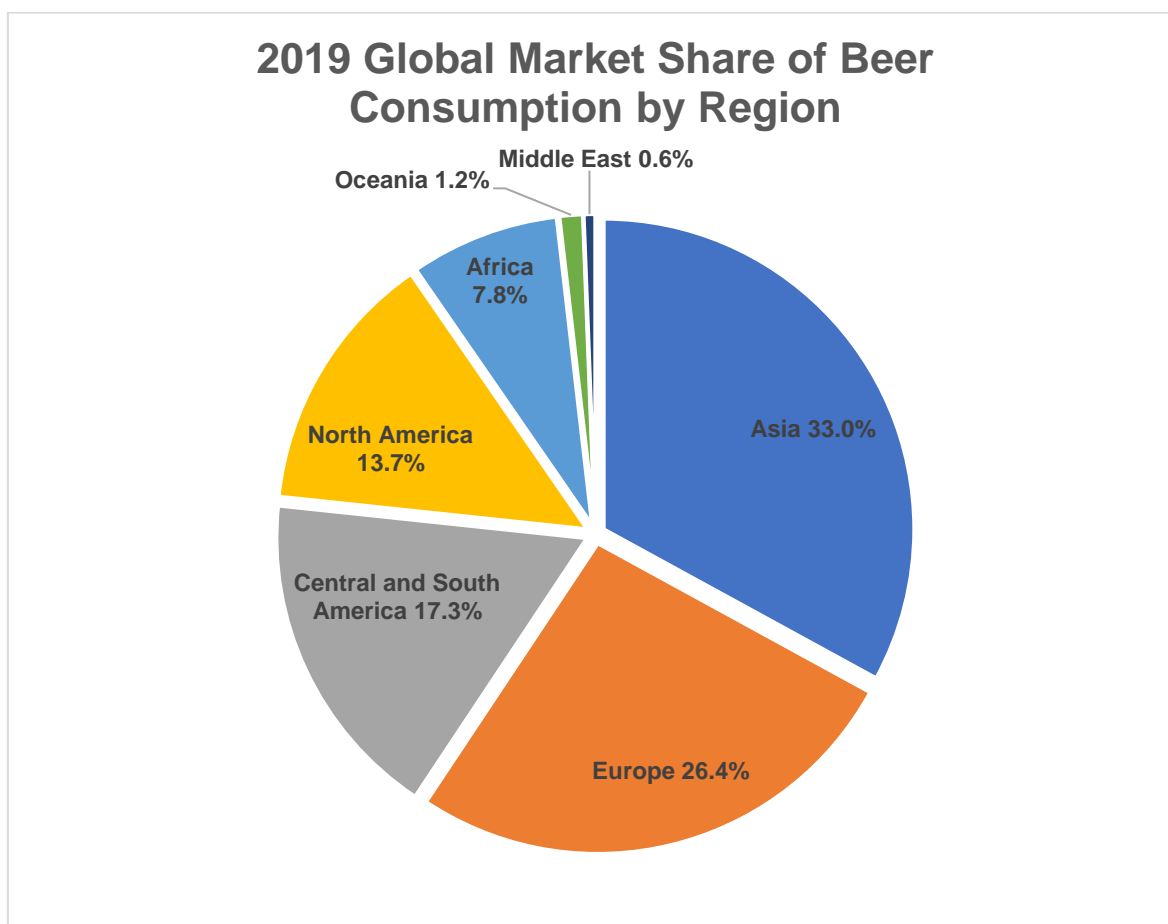
Comments

- Global beer consumption stood at approximately 189.05 million kiloliters in 2019, up 0.5% from the previous year, increasing for the second consecutive year.
- Total beer consumption in China decreased by 0.4% year-on-year due to the maturing of consumer demand and saturation of the market. On the other hand, products in the mid to high price range have been strong due to increased individual spending arising from more wealthy people.
- In the Philippines, the drop in prices of farm produce, hog cholera, earthquakes, typhoons and other factors caused a decrease in consumption in the second half of 2019, but overall consumption for the year was steady supported by the external environment with a better income situation brought about by sustained economic growth.

(Table 2) Global Beer Consumption by Region in 2019

Region	2019 Total Consumption (thousand kl)	633 ml Bottle Equivalent (million bottles)	Growth Rate 2018-2019	Global Market Share
Japan*	4,869	7,691.6	-1.4%	2.6%
Asia (excluding Japan)	57,450	90,757.6	0.9%	30.4%
Asia	62,318	98,449.2	0.7%	33.0%
Europe	49,856	78,761.4	0.0%	26.4%
Central and South America	32,783	51,789.3	0.2%	17.3%
North America	25,915	40,939.6	-0.7%	13.7%
Africa	14,725	23,262.6	5.2%	7.8%
Oceania	2,308	3,645.4	-0.3%	1.2%
Middle East	1,150	1,816.7	-4.5%	0.6%
Global Total	189,054	298,664.1	0.5%	100.0%

Note: Consumption volume in Japan is a combination of beer, happo-shu (low-malt beer), and new genre (non-malt beer).



Comments

- Annual beer consumption in Asia was the highest in the world for the 12th consecutive year, with an increase of 0.7% from the previous year and its global market share increasing to 33.0% from last year's 32.9%.
- Asia remained the top beer-consuming region, increasing by 0.7% led by Vietnam, India, and the Philippines, which saw year-on-year increases of 3.4%, 3.1%, and 5.1% respectively. This was in spite of consumption falling in China fell by 0.4% year-on-year.
- Europe, ranking second, recorded an increase of 0.0% from the previous year due to increased consumption in Russia and Spain of 1.2% and 1.7% respectively, even though consumption fell in Germany and the United Kingdom by 2.0% and 1.4% respectively.
- Central and South America, ranking third, recorded an increase of 0.2% from the previous year due to increased consumption in Mexico and Columbia of 3.8% and 5.0% respectively.

(Table 3) Per-capita Beer Consumption by Country in 2019

2019 Ranking	2018 Ranking	Country	Per-capita Beer Consumption				Total Consumption (thousand kl)
			Consumption Volume (L)	633 ml Bottle Equivalent	Comparison with Previous Year (bottles)	Volume Ratio (Japan = 1)	
1	1	Czech Republic	188.6	297.9	-5.1	4.9	1,999
2	2	Austria	107.8	170.3	0.3	2.8	949
3	4	Romania	100.3	158.5	2.2	2.6	1,956
4	3	Germany	99.0	156.4	-3.4	2.6	8,160
5	5	Poland	97.7	154.4	-0.6	2.5	3,713
6	8	Namibia	95.5	150.9	22.4	2.5	248
7	6	Ireland	92.9	146.7	-4.6	2.4	446
8	7	Spain	88.8	140.2	2.3	2.3	4,119
9	9	Croatia	85.5	135.1	7.9	2.2	351
10	13	Latvia	81.4	128.6	7.3	2.1	155
11	21	Estonia	80.5	127.2	12.5	2.1	105
12	10	Slovenia	80.0	126.4	-0.3	2.1	168
13	11	Netherlands	79.3	125.3	1.9	2.1	1,357
14	16	Bulgaria	78.7	124.3	3.6	2.1	551
15	14	Panama	78.3	123.7	2.4	2.0	329
16	12	Slovak Republic	76.1	120.2	-1.5	2.0	418
17	17	Australia	75.1	118.6	-1.9	2.0	1,885
18	15	Lithuania	74.4	117.6	-3.3	1.9	216
19	19	Hungary	73.7	116.4	-1.7	1.9	715
20	20	United States of America	72.7	114.8	-1.3	1.9	23,920
21	18	Finland	72.0	113.8	-5.0	1.9	403
22	23	Mexico	70.5	111.3	2.8	1.8	9,324
23	22	United Kingdom	70.3	111.1	-2.2	1.8	4,712
24	24	Bosnia and Herzegovina	68.6	108.4	1.2	1.8	240
25	25	Gabon	67.0	105.9	-0.7	1.7	141
26	26	Belgium	65.9	104.2	-1.6	1.7	765
27	27	New Zealand	61.0	96.3	-2.6	1.6	293
28	29	Denmark	59.8	94.5	0.4	1.6	347
29	32	Cambodia	59.2	93.5	3.6	1.5	976
30	28	Brazil	58.4	92.2	-2.6	1.5	12,401
31	31	Russia	57.7	91.2	1.1	1.5	8,306
32	34	Switzerland	55.1	87.0	-0.6	1.4	474
33	36	Portugal	54.9	86.7	3.7	1.4	565
34	30	Congo Republic	54.8	86.6	-3.5	1.4	302
35	33	Canada	53.5	84.5	-3.3	1.4	1,994
Reference							
51	52	South Korea	39.4	62.3	0.1	1.0	2,022
53	54	Japan	38.4	60.6	-0.7	1.0	4,869

Comments

- Czech Republic led all other nations in per-capita beer consumption for the 27th consecutive year.
- Among the top 35 countries ranked by per-capita beer consumption, 16 increased consumption levels from 2018 to 2019.