

Global Beer Consumption by Country in 2021

- Global beer consumption increased for the first time in two years, showing post-COVID recovery
- China the largest overall consumer for the 19th straight year, with Asia the leading region
- The Czech Republic remained the top per-capita consumer for the 29th consecutive year

TOKYO, Friday December 23, 2022 -Kirin Holdings Company, Limited (Kirin Holdings) published the Global Beer Consumption Report for 2021 which summarizes the details of global beer consumption in 170 major countries and regions. The report is based on findings obtained from questionnaires sent by Kirin Holdings 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 185.60 million kiloliters in 2021, an increase of 4.0% year-on-year. This is equivalent of filling up the Tokyo Dome about 150 times.**
- **China remained the largest beer-consuming country in the world for the 19th consecutive year, and consumption increased in 2021 by 5.6% year-on-year. Japan (down 5.2% from the previous year) dropped one spot to 8th place – the first decline in 15 years. India (up 28.2% from the previous year), dropped to 24th place in 2020 due to the impact of the spread of the COVID-19, but recovered to 14th place in 2021.**
- **Among the top 10 countries, positive growth was seen in the United States, Brazil, and Russia compared to 2019 (pre-COVID-19).**
- **By region, Asia consumption was up 3.5% year-on-year, and holds a 31.4% share of the global beer market, remaining the world's largest beer-consuming region for the 14th consecutive year.**

Total global beer consumption in 2021 increased by approximately 7.13 million kl (equivalent to approximately 11.3 billion 633ml bottles) from the previous year due to the easing of the impact of the spread of COVID-19, to approximately 185.6 million kl (up 4.0% from the previous year, or approximately 293.2 billion 633ml bottles equivalent). This would be equivalent to about 150 Tokyo Domes (Tokyo Dome=about 1.24 million kl).

1. Global Beer Consumption by Country in 2021 (Table 1)

- China remained the largest beer-consuming country in the world for the 19th consecutive year since 2003, an increase of 5.6% compared to 2020.
- Japan dropped one place to eighth, its first decrease in 15 years since 2007, consuming 5.2% less beer than 2020.
- India recovered significantly from 24th in 2020 to 14th place in 2021 (increase of 28.2% from the previous year)

2. Global Beer Consumption by Region in 2021 (Table 2)

- Asia remained the world's largest beer-consuming region for the 14th consecutive year, consuming 3.5% more beer compared to 2020 with China and India leading the way, with increases of 5.6% and 28.2% respectively, over 2020.

3. Per-capita Beer Consumption by Country in 2021 (Table 3)

- The Czech Republic remained the world's top in per-capita beer consumption for the 29th consecutive year since 1993.
- Among the top 35 countries, eight countries saw a decrease in consumption from 2020 to 2021.
- Japan consumed 33.2 liters of beer—the equivalent of about 52.5 633ml bottles—on a per-capita basis in 2021, down the equivalent of 2.7 633ml bottles year-on-year.

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

The Barth Report Hops 2021/2022 (BARTH-HAAS GROUP)

Global Beverage Forecasts September 2022 (GlobalData Plc)

*Figures may not match those in past reports due to a change in the survey data company after FY2013.

The *Jozo Sangyo Shimbunsha* estimates consumption in Japan.

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

Note: 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 177.50 million kiloliters to 178.46 million kiloliters).

Attachments:

(Table 1) Global Beer Consumption by Country in 2021 ... 1 page

(Table 2) Global Beer Consumption by Region in 2021 ... 2page

(Table 3) Per-capita Beer Consumption by Country in 2021 ... 1 page

About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to **Japan Brewery** which was established in 1885. Japan Brewery became **Kirin Brewery** in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become "A global leader in CSV* creating value across our world of Food & Beverages to Pharmaceuticals." Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

*: Creating Shared Value. Combined added value for consumers as well as for society at large

###

(Table 1) Global Beer Consumption by Country in 2021

2021 Ranking	2020 Ranking	Country	2021			2020	
			Total Consumption (thousand kl)	Global Market Share	Growth Rate 2018-2019	Total Consumption (thousand kl)	Global Market Share
1	1	China	38,093	20.5%	5.6%	36,088	20.2%
2	2	United States of America	24,170	13.0%	1.1%	23,902	13.4%
3	3	Brazil	14,540	7.8%	5.0%	13,847	7.8%
4	4	Russia	8,937	4.8%	3.4%	8,646	4.8%
5	5	Mexico	8,660	4.7%	4.5%	8,287	4.6%
6	6	Germany	7,584	4.1%	-2.1%	7,746	4.3%
7	9	United Kingdom	4,608	2.5%	12.7%	4,088	2.3%
8	7	Japan	4,188	2.3%	-5.2%	4,416	2.5%
9	8	Vietnam	4,159	2.2%	-5.5%	4,400	2.5%
10	10	Spain	4,131	2.2%	9.1%	3,786	2.1%
11	12	South Africa	3,910	2.1%	19.1%	3,284	1.8%
12	11	Poland	3,557	1.9%	-3.4%	3,681	2.1%
13	13	Colombia	2,331	1.3%	3.8%	2,246	1.3%
14	24	India	2,160	1.2%	28.2%	1,686	0.9%
15	14	France	2,061	1.1%	3.0%	2,001	1.1%
16	18	Italy	2,000	1.1%	6.0%	1,886	1.1%
17	19	Ukraine	1,995	1.1%	6.1%	1,881	1.1%
18	23	Argentina	1,976	1.1%	10.0%	1,797	1.0%
19	16	Czech Republic	1,969	1.1%	1.2%	1,946	1.1%
20	15	Canada	1,941	1.0%	-1.9%	1,979	1.1%
21	17	South Korea	1,875	1.0%	-3.2%	1,936	1.1%
22	20	Australia	1,852	1.0%	1.5%	1,825	1.0%
23	21	Romania	1,826	1.0%	0.5%	1,817	1.0%
24	22	Thailand	1,749	0.9%	-3.0%	1,803	1.0%
25	26	Ethiopia	1,527	0.8%	6.9%	1,429	0.8%
		Global Total	185,602	100.0%	4.0%	178,468	100.0%

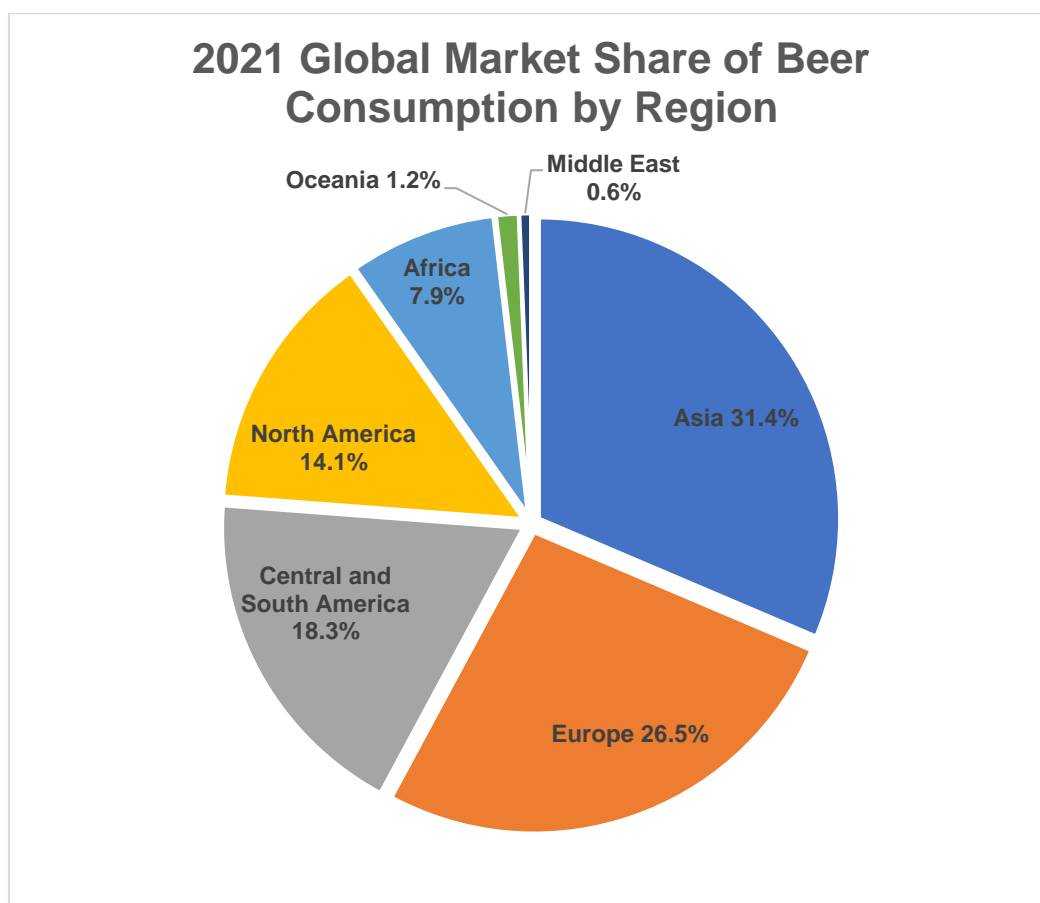
Comments

- Global beer consumption stood at approximately 185.60 million kiloliters. 2020 was negative due to the impact of the spread of COVID-19, but a recovery was seen in 2021, resulting in a 4.0% increase over the previous year.
- China ranked first for the 19th consecutive year with a 5.6% increase over the previous year, but looking at other major Asian countries, Japan, Vietnam, South Korea, and Thailand showed a downtrend with decreases of 5.2%, 5.5%, 3.2%, and 3.0%, respectively, year-on-year.
- India (+28.2% year-on-year), which dropped from 13th in 2019 to 24th in 2020, recovered significantly to 14th place.
- Among the top 10 countries, positive growth was seen in the United States, Brazil, and Russia compared to 2019 (pre-COVID-19, total consumption for 2019: approx. 190.20 million kl), showing increases of 1.5%, 9.5%, and 7.6%, respectively.

(Table 2) Global Beer Consumption by Region in 2021

Region	2021 Total Consumption (thousand kl)	633 ml Bottle Equivalent (million bottles)	Growth Rate 2019-2020	Global Market Share	2020 Total Consumption
Japan*	4,188	6,616.1	-5.2%	2.3%	4,416
Asia (excluding Japan)	54,092	85,453.3	4.3%	29.1%	51,871
Asia	58,280	92,069.4	3.5%	31.4%	56,287
Europe	49,122	77,601.8	3.2%	26.5%	47,577
Central and South America	34,030	53,760.2	5.8%	18.3%	32,159
North America	26,111	41,250.0	0.9%	14.1%	25,881
Africa	14,637	23,123.3	10.7%	7.9%	13,227
Oceania	2,253	3,558.7	1.4%	1.2%	2,222
Middle East	1,169	1,846.4	4.8%	0.6%	1,116
Global Total	185,602	293,209.7	4.0%	100.0%	178,468

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



Comments

- Annual beer consumption in Asia was the highest in the world for the 14th consecutive year, with an increase of 3.5% from the previous year with a global market share of 31.4%.
- Asia, in first place, saw an overall 3.5% increase over the previous year mainly due to increases of 5.6% and 28.2% in China and India respectively, while consumption in Japan, Vietnam and Korea declined by 5.2%, 5.5% and 3.2%, respectively.

- Europe, ranking second, recorded an increase of 3.2% from the previous year due to increases in consumption in Russia and the United Kingdom of 3.4% and 12.7% respectively, although consumption decreased in Germany by 2.1%.
- Central and South America, ranking third, saw a 5.8% increase over the previous year as consumption in Brazil and Mexico rose 5.0% and 4.7%, respectively.
- North America, ranking fourth, increased 0.9% from the previous year, with a 1.1% increase in the United States, despite a 1.9% decrease in Canada.

(Table 3) Per-capita Beer Consumption by Country in 2021

2021 Ranking	2020 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	184.1	290.8	3.4	5.5	1,969
2	3	Austria	98.7	155.9	2.9	3.0	888
3	6	Lithuania	96.3	152.1	6.1	2.9	260
4	4	Romania	95.6	151.0	1.6	2.9	1,826
5	2	Poland	94.1	148.6	-5.2	2.8	3,557
6	7	Estonia	91.4	144.3	7.8	2.8	119
7	5	Germany	90.4	142.8	-3.2	2.7	7,584
8	10	Spain	88.5	139.7	12.0	2.7	4,131
9	8	Namibia	85.7	135.4	1.3	2.6	223
10	16	Croatia	82.4	130.2	13.3	2.5	338
11	11	Gabon	80.4	127.0	-0.7	2.4	185
12	14	Latvia	80.2	126.7	3.9	2.4	152
13	9	Slovak Republic	79.8	126.1	-2.5	2.4	439
14	17	Slovenia	78.7	124.3	9.7	2.4	165
15	12	Republic of Ireland	78.5	124.1	-1.1	2.4	393
16	13	Bulgaria	78.4	123.8	-0.8	2.4	541
17	18	United States of America	72.6	114.7	0.6	2.2	24,170
18	15	Finland	72.4	114.5	-6.4	2.2	398
19	19	Australia	71.8	113.4	0.4	2.2	1,852
20	31	Panama	71.7	113.2	23.9	2.2	315
21	21	Hungary	69.7	110.1	4.1	2.1	669
22	20	Netherlands	68.6	108.4	2.1	2.1	1,180
23	24	Bosnia-Herzegovina	68.5	108.2	8.9	2.1	226
24	22	Brazil	67.9	107.3	4.4	2.0	14,540
25	27	United Kingdom	67.6	106.7	11.6	2.0	4,608
26	23	Mexico	66.5	105.0	3.4	2.0	8,660
27	25	Denmark	63.9	100.9	2.9	1.9	371
28	30	Puerto Rico	62.9	99.4	9.3	1.9	176
29	28	Russia	61.3	96.8	3.2	1.8	8,937
30	32	Congo (Brazzaville)	59.3	93.7	7.2	1.8	338
31	26	New Zealand	59.0	93.2	-2.1	1.8	289
32	29	Cambodia	58.3	92.1	1.3	1.8	985
33	41	Portugal	56.7	89.5	14.3	1.7	578
34	40	Chile	55.0	86.9	10.2	1.7	1,056
35	33	Belgium	54.4	85.9	2.2	1.6	631
Reference							
52	49	South Korea	36.5	57.7	-1.9	1.1	1,875
53	52	Japan	33.2	52.5	-2.7	1.0	4,188
94	89	Burma (Myanmar)	6.6	10.4	-1.9	0.2	362
78	78	Philippines	13.2	20.9	-0.1	0.4	1,470

Comments

- The Czech Republic led all other nations in per-capita beer consumption for the 29th consecutive year.
- Among the top 35 countries ranked by per-capita beer consumption, eight decreased consumption levels from 2020 to 2021.
- Lithuania is growing rapidly, ranking 19th in 2019, 6th in 2020, and 3rd in 2021.