

Global Beer Consumption by Country in 2024

Total consumption showing a slight increase compared to 2023.
China maintained its position as the top country.

TOKYO, Monday December 22, 2025 - Kirin Holdings Company, Limited (Kirin Holdings) published the Global Beer Consumption Report for 2024 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 Holdings since 1975.

Main Topics

- **Global beer consumption reached approximately 194.12 million kiloliters, up 0.5% year-on-year. India's 14.6%, Russia's 9.0%, Thailand's 5.8% increase have driven the overall growth.**
- **By country, China (down 3.7%) ranked first for the 22nd consecutive year, while Japan (down 2.7%) remained in 11th place, the same as in 2023.**
- **By region, Asia accounted for 32.6% of global consumption, down 1.4% year-on-year, maintaining the top spot for the 17th consecutive year.**

Worldwide beer consumption in 2024 increased by approximately 890,000 kl (equivalent to approximately 1.4 billion 633ml bottles) from the previous year to approximately 194.12 million kl (up 0.5% from the previous year, or approximately 306.7 billion 633ml bottles equivalent).

1. Global Beer Consumption by Country in 2024 (Table 1)

- **China** (down 3.7%) ranked first for the 22nd year since 2003.
- **Japan** (down 2.7%) ranked 7th for 14 years until 2020, then fell to 8th in 2021, 10th in 2022, and 11th in both 2023 and 2024.
- **South Africa** (up 4.5%) climbed from 10th in 2023 to 7th.
- **India's** consumption increased by 14.6% from the previous year, the highest growth among the top 25 countries.

2. Global Beer Consumption by Region in 2024 (Table 2)

- **Asia** (down 1.4%) ranked first for the 17th consecutive year.

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3. Per capita Beer Consumption by Country in 2024 (Table 3)

- The Czech Republic consumed 148.8 liters of beer per capita, remaining the world's top country in per capita beer consumption for the 32nd consecutive year since 1993.
- The top five countries—The Czech Republic (1st), Lithuania (2nd), Austria (3rd), Ireland (4th), and Croatia (5th)—maintained their positions from the previous year, with no changes in ranking.
- Germany, which ranked 8th the previous year, dropped to 10th, while Slovenia moved up from 10th to 8th.
- Japan consumed 33.7 liters of beer—the equivalent of about 53.3 633ml bottles—on a per capita basis in 2024, down by the equivalent of 1.2 633ml bottles compared to the previous year.

Sources: Questionnaires sent by Kirin to the brewers' associations in major countries.
BarthHaas-Report-2024-2025 (BARTH-HAAS GROUP)
Beer Market Data Extract 2025 (GlobalData Plc)
*Survey period: January-December 2024
*Figures may not match those in past reports perfectly due to a change in the survey data company after FY2013.
*Since 2020, beer consumption in Japan has been estimated by Jozo Sangyo Shimbunsha.
*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 perfectly.
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 187.93 million kl to 193.23 million kl).

Attachments:

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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.

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(Table 1) Global Beer Consumption by Country in 2024

2024 Ranking	2023Ranking	Country	2024			2023	
			Total Consumption (thousand kl)	Global Market Share	Growth Rate 2022-2023	Total Consumption (thousand kl)	Global Market Share
1	1	China	40,534	20.9%	-3.7%	42,091	21.8%
2	2	United States of America	22,340	11.5%	-0.5%	22,463	11.6%
3	3	Brazil	15,304	7.9%	1.1%	15,137	7.8%
4	4	Mexico	10,787	5.6%	5.4%	10,232	5.3%
5	5	Russia	9,512	4.9%	9.0%	8,727	4.5%
6	6	Germany	7,236	3.7%	-2.2%	7,399	3.8%
7	10	South Africa	4,586	2.4%	4.5%	4,388	2.3%
8	7	Vietnam	4,577	2.4%	0.6%	4,550	2.4%
9	8	United Kingdom	4,509	2.3%	1.7%	4,432	2.3%
10	9	Spain	4,362	2.2%	-1.3%	4,419	2.3%
11	11	Japan	4,135	2.1%	-2.7%	4,249	2.2%
12	13	India	3,444	1.8%	14.6%	3,004	1.6%
13	12	Poland	3,344	1.7%	-1.7%	3,402	1.8%
14	14	Colombia	2,634	1.4%	3.2%	2,551	1.3%
15	15	South Korea	2,307	1.2%	0.7%	2,292	1.2%
16	16	Italy	2,177	1.1%	0.9%	2,157	1.1%
17	17	France	2,100	1.1%	-1.0%	2,121	1.1%
18	18	Thailand	1,957	1.0%	5.8%	1,849	1.0%
19	19	Canada	1,822	0.9%	-0.1%	1,824	0.9%
20	21	Australia	1,736	0.9%	-2.6%	1,781	0.9%
21	24	Ethiopia	1,729	0.9%	5.1%	1,645	0.9%
22	23	Romania	1,714	0.9%	2.0%	1,680	0.9%
23	22	Philippines	1,693	0.9%	0.3%	1,688	0.9%
24	25	Ukraine	1,654	0.9%	3.0%	1,606	0.8%
25	26	Czech Republic	1,562	0.8%	-0.9%	1,576	0.8%
		Global Total	194,117	100.0%	0.5%	193,229	100.0%

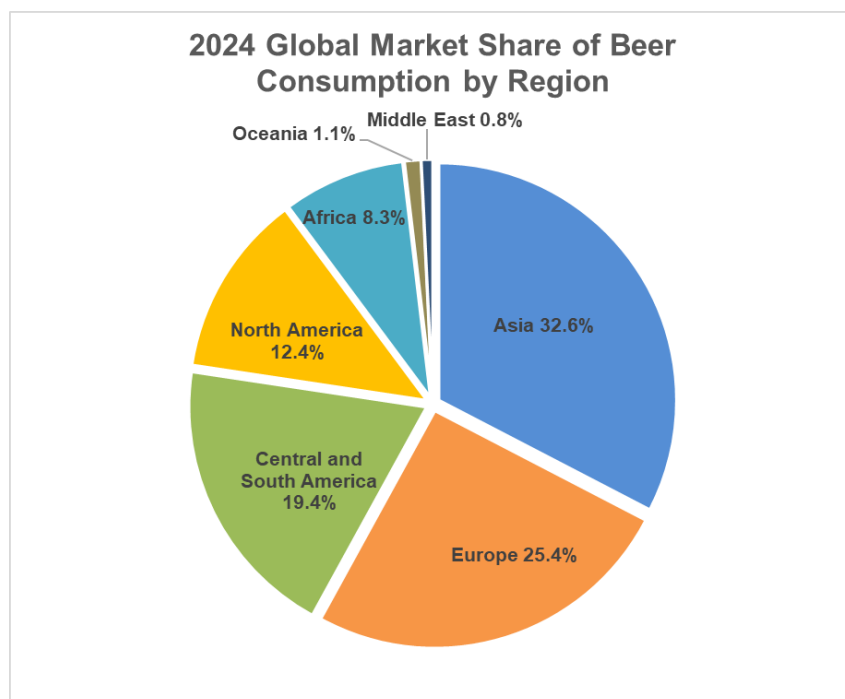
Comments

- Global beer consumption reached approximately 194.12 million kiloliters, up 0.5% year-on-year.
- China (down 3.7%) ranked first for the 22nd consecutive year with no change over the previous year. Three of the top five countries, excluding China and the United States, posted year-on-year increases, leading the way in raising total consumption.
- India's consumption increased by 14.6% from the previous year, the highest growth among the top 25 countries.

(Table 2) Global Beer Consumption by Region in 2024

Region	2024 Total Consumption (thousand kl)	633 ml Bottle Equivalent (million bottles)	Growth Rate 2023-2024	Global Market Share	2023 Total Consumption
Japan	4,135	6,532.4	-2.7%	2.1%	4,249
Asia (excluding Japan)	59,195	93,514.4	-1.3%	30.5%	59,971
Asia	63,330	100,046.8	-1.4%	32.6%	64,220
Europe	49,232	77,776.1	1.4%	25.4%	48,546
Central and South America	37,647	59,474.1	1.6%	19.4%	37,064
North America	24,162	38,170.5	-0.5%	12.4%	24,287
Africa	16,109	25,448.5	3.7%	8.3%	15,533
Oceania	2,143	3,384.7	-1.5%	1.1%	2,176
Middle East	1,495	2,361.4	6.5%	0.8%	1,404
Global Total	194,117	306,662.3	0.5%	100.0%	193,229

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 17th consecutive year, with a global market share of 32.6%.
- First-place Asia (down 1.4%) recorded a decrease compared to the previous year, as declines in China (down 3.7%) and Japan (down 2.7%) outweighed the significant increase in India (up 14.6%).
- Second-place Europe recorded an increase of 1.4% from the previous year, despite declines in countries such as Germany (down 2.2%) and Spain (down 1.3%). Growth in Russia (up 9.0%) and the United Kingdom (up 1.7%), among others, contributed to the overall increase.
- Third-place Central and South America saw a 1.6% increase over the previous year driven by growth in Brazil (up 1.1%) and Mexico (up 5.4%).
- Fourth-place North America decreased 0.5% from the previous year, led by a 0.5% decline in the United States

(Table 3) Per capita Beer Consumption by Country in 2024

2024 Ranking	2023 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	148.8	235.0	94.8	4.4	1,562
2	2	Lithuania	110.6	174.8	3.0	3.3	299
3	3	Austria	104.6	165.3	-3.0	3.1	941
4	4	Republic of Ireland	99.0	156.3	-2.5	2.9	505
5	5	Croatia	95.1	150.3	1.4	2.8	380
6	7	Estonia	93.2	147.2	1.0	2.8	121
7	6	Spain	91.8	145.1	-1.9	2.7	4,362
8	10	Slovenia	88.4	139.6	6.8	2.6	186
9	9	Romania	87.4	138.1	4.8	2.6	1,714
10	8	Germany	86.9	137.2	-3.1	2.6	7,236
11	12	Panama	86.1	136.0	7.4	2.6	387
12	14	Mexico	83.4	131.7	5.9	2.5	10,787
13	11	Poland	83.2	131.4	0.3	2.5	3,344
14	13	Bulgaria	81.4	128.6	2.1	2.4	537
15	17	Slovak Republic	81.0	127.9	5.4	2.4	462
16	15	Gabon	80.9	127.8	4.0	2.4	202
17	16	Latvia	79.1	125.0	1.3	2.3	142
18	18	South Africa	75.2	118.8	4.0	2.2	4,586
19	20	Hungary	74.1	117.0	5.4	2.2	741
20	19	Bosnia-Herzegovina	71.4	112.8	0.3	2.1	228
21	22	Brazil	70.3	111.1	0.6	2.1	15,304
22	21	Finland	68.7	108.5	-2.2	2.0	378
23	25	Portugal	66.9	105.7	0.6	2.0	682
24	27	United Kingdom	66.3	104.7	1.3	2.0	4,509
25	23	Netherlands	66.2	104.6	-4.4	2.0	1,173
26	28	Namibia	66.1	104.4	3.4	2.0	172
27	32	Russia	66.1	104.4	8.9	2.0	9,512
28	29	Serbia	65.5	103.4	3.2	1.9	465
29	26	United States of America	65.4	103.3	-1.1	1.9	22,340
30	24	Australia	65.0	102.7	-3.9	1.9	1,736
31	31	Puerto Rico	61.8	97.6	1.3	1.8	204
32	30	Denmark	60.8	96.1	-0.9	1.8	359
33	33	Belgium	57.4	90.7	-0.4	1.7	672
34	35	Norway	55.8	88.1	0.9	1.7	307
35	34	Laos	55.2	87.2	-1.3	1.6	425
Reference							
48	47	South Korea	44.6	70.5	0.6	1.3	2,307
56	57	Japan	33.7	53.3	-1.2	1.0	4,135
81	79	Philippines	14.2	22.5	-0.3	0.4	1,693
102	102	India	2.4	3.8	0.5	0.1	3,444

Comments

- The Czech Republic led all other nations in per capita beer consumption for the 32nd consecutive year.
- The top five countries showed no changes in ranking.
- Germany, which ranked 8th the previous year, dropped to 10th, while Slovenia moved up from 10th to 8th.