



# EUROPEAN BEER TRENDS

STATISTICS REPORT | 2025 EDITION



THE BREWERS OF EUROPE

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Europe's brewers today face a sobering reality. Despite remarkable resilience through a pandemic, inflationary shocks and geopolitical instability, the continent's beer market is in difficulty.

The numbers in this year's European Beer Trends report make this reality unmistakable: the beer market has not returned to pre-pandemic levels, on-trade beer hospitality is in long-term decline and the first numbers coming out for 2025 show an even worse situation than in 2024. Compared to five years ago, production, consumption and exports have fallen nearly everywhere, with bright spots few and far between. For a sector that has long been a symbol of Europe's cultural

vibrancy, creativity and social life, this pattern marks a crisis that policymakers and stakeholders can no longer afford to overlook.

Yet understanding the cause of this downturn requires nuance. There is a deep and pervasive collapse in consumer confidence that has taken hold across the continent. Whilst prices are going up, due to the increased costs throughout the beer value chain, people are also spending less because they are uncertain about the future. This is materially reshaping consumption patterns, especially for sectors like beer that rely heavily on celebration, hospitality venues, cultural activities and shared social experiences.

The data underscores these dynamics. European Union beer production continued its gentle slide, declining from roughly 367 million hectolitres in 2019 to 345 million in 2024. Consumption actually seems to have marginally stabilised in 2024 compared to the previous year, but it is continuing to fall in 2025 and is still well below the pre-pandemic level of 320 million hectolitres in 2019. Exports – once a cornerstone of growth and the big compensator for falling consumption within the EU – cooled for the second consecutive year.

And the hospitality sector, with its pubs, beer halls, seaside cafés and taverns the beating heart of European beer culture, continues to struggle. Where pre-pandemic, the on-trade represented about one-third of beer consumption, today it hovers around one-quarter across the EU. This matters. The on-trade, despite being smaller in volume, provides most of beer's added value, includes hundreds of thousands of SMEs, and is essential to the cultural and social fabric of European life. A flattening or contracting hospitality sector has ripple effects throughout the beer value chain – from farmers supplying barley and hops to packaging producers, logistics, wholesalers and the countless small businesses anchored in beer tourism and community life.

Ominously, one of the few positive markers of dynamism in Europe's brewing landscape in recent years, and a critical driver of consumer choice – the growing number of breweries, even during the hardest of times – has stalled for the second year running. The report records just over 9,700 active breweries across the EU, with the number of openings now mirrored by slightly more closures.

One continuing bright spot is the continued expansion of non-alcohol beers, which remain the sector's strongest growth category and have grown by a quarter in the last five years. They now represent a significant and rising share of total sales, with 7.5% of beers now in that category, increasingly served on tap and catering to all tastes and consumers. This is not merely a commercial trend – it shows brewers leading on moderation, responding to evolving lifestyles, and offering consumers more choice at more moments of the day. It is an innovation success story underpinned by years of investment and technological progress.

Still, the challenges facing Europe's brewers are real, structural and urgent. Costs remain elevated across raw materials, energy and transport. Climate-related pressures on agriculture continue to affect yields and supply stability. And all of this is compounded by the fragile state of consumer confidence. In such an environment, brewers are unequivocal: this is the time for support, not disproportionate, unjustified or counterproductive regulations.

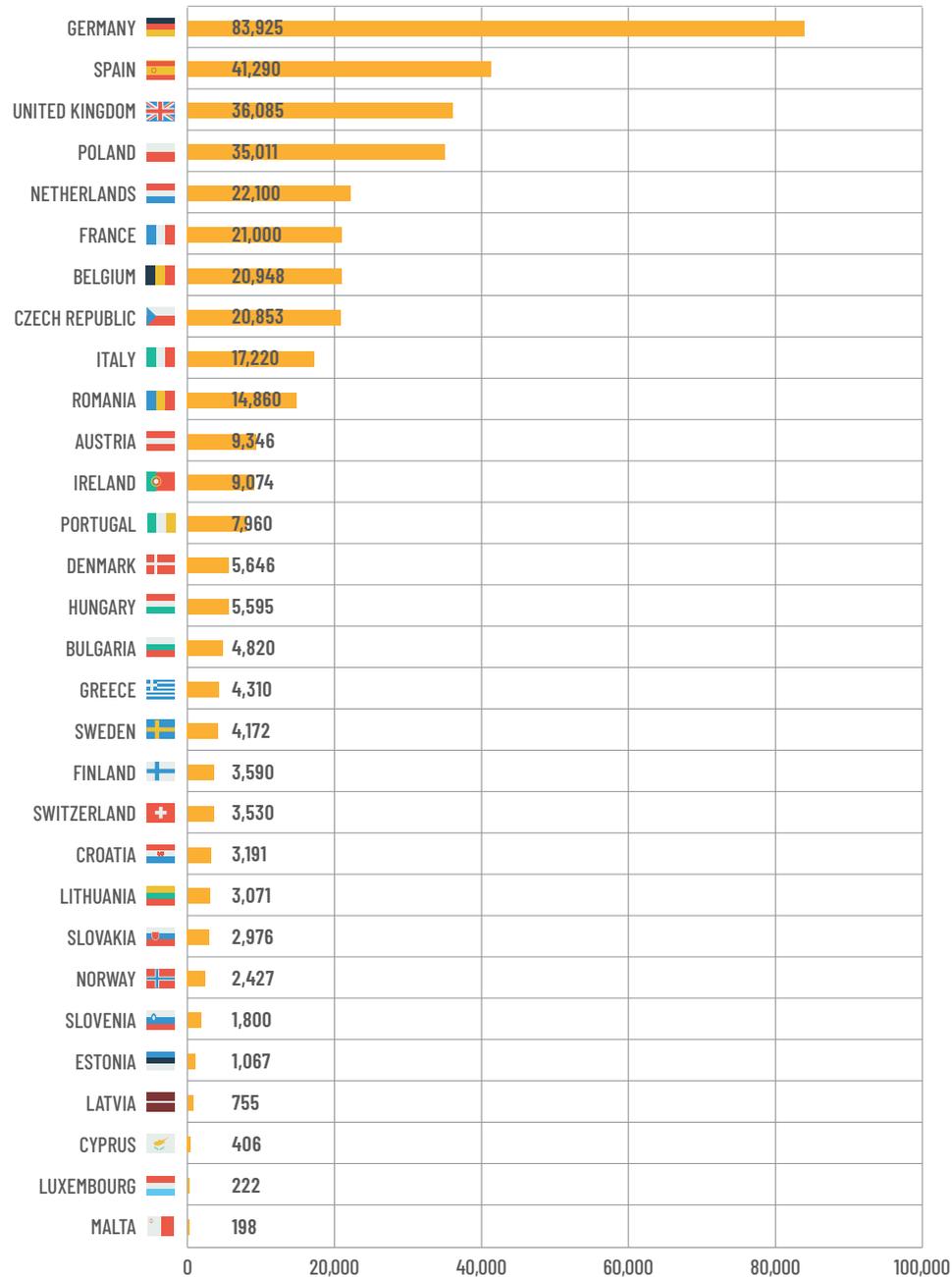
More legislation cannot always be the answer when, too often, well-intentioned rules ultimately undermine economic recovery, whilst simultaneously failing to meet, or even jeopardising, their objectives, be they in the area of tax revenue generation, environmental sustainability or public health.

Europe's brewers are already committed to a greener and more circular economy. Many are pioneers in reducing water use, scaling renewable energy, adopting closed-loop packaging and improving efficiency across the value chain. Legislative frameworks that overlook real-world operations threaten to weaken, rather than accelerate, sustainability progress.

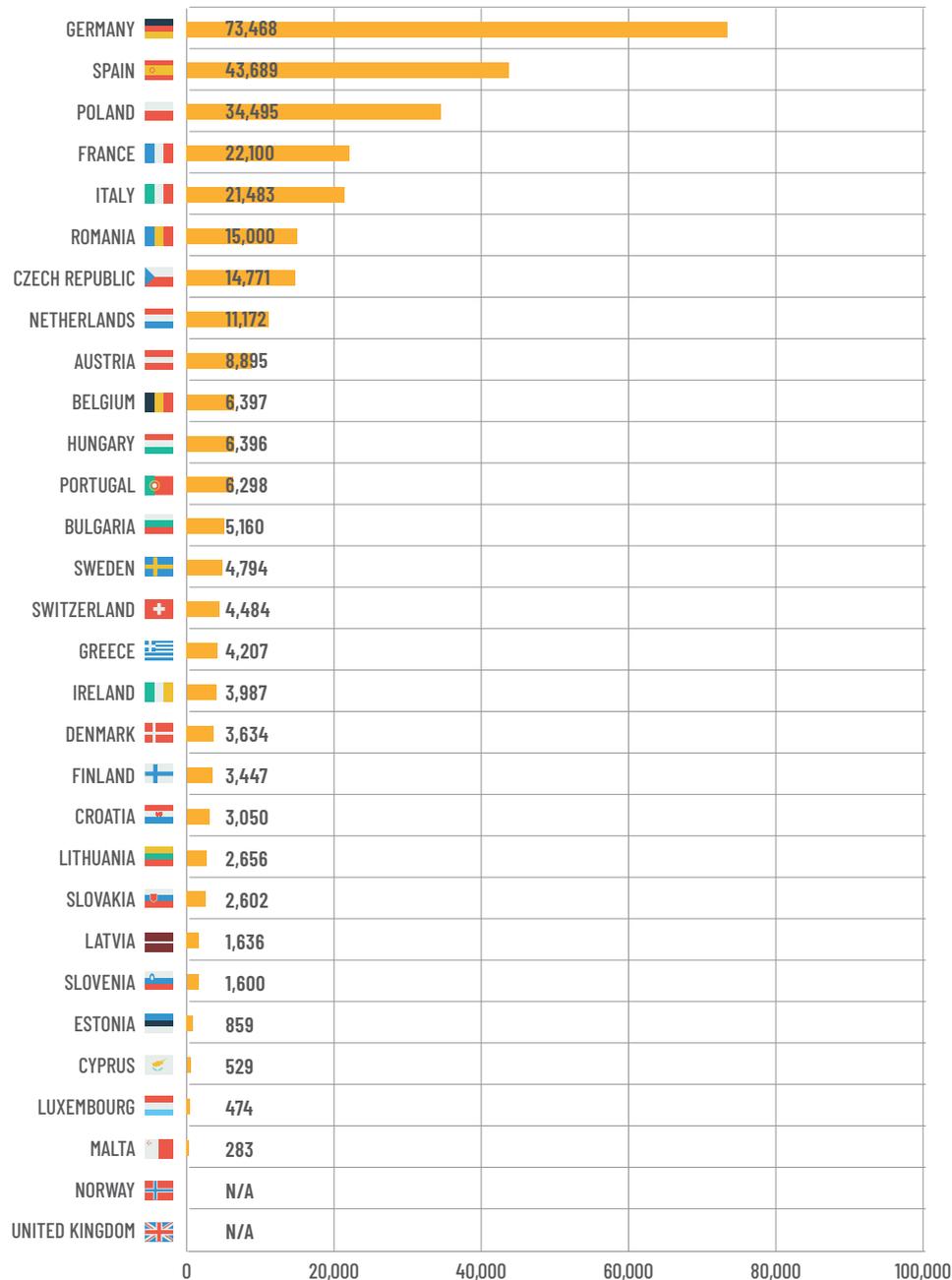
Equally, we are talking about a beverage category that actively helps adult consumers to moderate their alcohol consumption. Fermented, rooted in nature, diverse and low alcohol (or even non-alcohol in one in thirteen cases), the sector itself is geared towards supporting mindful consumption choices. Legislation can actually be used to support beer and moderation rather than pile on further misery.

This is why the figures in this report should serve not only as a statistical snapshot but as an urgent call to action. Europe's brewing sector needs regulatory stability and support – a recognition that beer is more than just another alcohol product. It is a vital part of Europe's cultural heritage, a major local job generator, a conduit for responsible consumption, a sustainability pioneer and, through beer hospitality and cultural events, a driver of social cohesion across cities, towns and rural communities. Reviving beer hospitality requires restoring consumer confidence, supporting SMEs and ensuring regulation strengthens – not weakens – Europe's competitive position.

Beer has always been a symbol of celebration, connection and conviviality. As brewers confront a difficult moment, their commitment to these values remains unwavering. With smart policy, renewed confidence and continued innovation, Europe's beer story can continue to evolve – honouring its centuries-old traditions while building a resilient, responsible and sustainable future for generations to come.



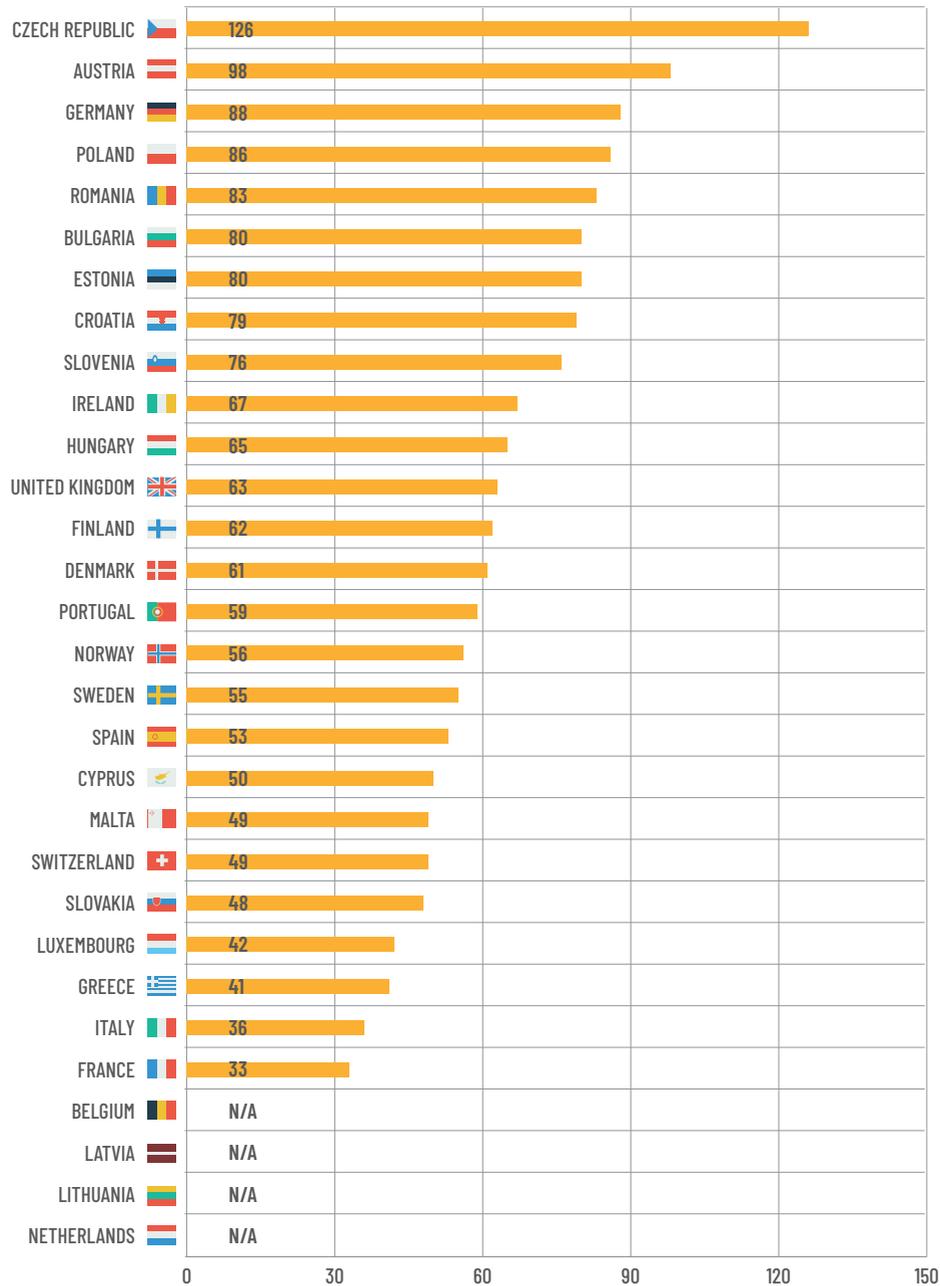
COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	9,472	9,516	9,149	9,376	9,757	9,433	9,346
BELGIUM	23,726	25,471	23,586	23,800	23,149	21,540	20,948
BULGARIA	5,070	4,874	4,570	4,460	4,500	4,687	4,820
CROATIA	3,434	3,239	2,344	2,332	2,927	2,886	3,191
CYPRUS	398	388	295	343	393	397	406
CZECH REPUBLIC	21,272	21,608	20,122	19,559	20,550	20,005	20,853
DENMARK	6,040	5,862	5,874	6,240	6,159	6,474	5,646
ESTONIA	1,287	1,293	1,291	1,366	1,200	977	1,067
FINLAND	3,924	3,814	3,766	3,696	3,552	3,260	3,590
FRANCE	22,000	22,300	21,600	21,800	22,000	22,000	21,000
GERMANY	93,652	91,610	87,027	85,443	87,832	84,885	83,925
GREECE	3,933	4,075	3,397	4,091	4,220	4,026	4,310
HUNGARY	6,189	6,026	5,466	5,671	5,739	5,461	5,595
IRELAND	8,322	8,240	7,100	3,828	8,083	8,198	9,074
ITALY	16,448	17,288	15,835	17,773	18,352	17,442	17,220
LATVIA	823	764	756	743	853	758	755
LITHUANIA	2,904	3,124	3,224	3,337	3,297	3,060	3,071
LUXEMBOURG	293	288	200	225	279	253	222
MALTA	181	186	131	155	182	188	198
NETHERLANDS	24,912	24,128	22,140	22,086	23,271	22,358	22,100
POLAND	41,482	40,411	39,066	38,277	37,797	35,200	35,011
PORTUGAL	6,758	7,103	6,589	6,711	7,787	7,554	7,960
ROMANIA	16,600	16,690	16,630	16,400	15,600	14,940	14,860
SLOVAKIA	2,902	3,195	3,034	3,140	3,175	2,916	2,976
SLOVENIA	1,973	2,021	1,960	2,231	2,200	1,800	1,800
SPAIN	38,145	39,516	34,650	38,126	41,136	41,458	41,290
SWEDEN	4,480	4,395	4,143	4,172	4,112	4,023	4,172
<b>TOTAL EU 27</b>	<b>366,620</b>	<b>367,425</b>	<b>343,945</b>	<b>345,381</b>	<b>358,102</b>	<b>346,179</b>	<b>345,406</b>
NORWAY	2,456	2,377	2,542	2,646	2,480	2,410	2,427
SWITZERLAND	3,659	3,675	3,404	3,382	3,678	3,597	3,530
UNITED KINGDOM	40,885	39,247	32,217	38,382	37,520	34,196	36,085
<b>TOTAL ALL</b>	<b>413,620</b>	<b>412,724</b>	<b>382,108</b>	<b>389,791</b>	<b>401,780</b>	<b>386,382</b>	<b>387,448</b>



COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	9,190	9,173	8,637	8,719	9,230	9,076	8,895
BELGIUM	7,106	7,065	5,749	6,452	6,934	6,532	6,397
BULGARIA	5,500	5,455	5,220	5,150	5,230	5,070	5,160
CROATIA	3,611	3,585	2,808	2,972	3,074	2,864	3,050
CYPRUS	524	532	377	433	508	500	529
CZECH REPUBLIC	15,936	16,084	N/A	14,368	15,161	14,693	14,771
DENMARK	3,600	3,588	3,551	3,832	3,778	3,570	3,634
ESTONIA	935	892	896	905	890	836	859
FINLAND	3,966	3,886	3,775	3,790	3,579	3,491	3,447
FRANCE	23,500	23,600	22,000	22,200	22,800	22,800	22,100
GERMANY	82,201	80,546	76,900	74,464	77,331	74,564	73,468
GREECE	3,849	3,942	3,051	3,453	3,850	3,947	4,207
HUNGARY	6,886	7,124	6,580	6,741	6,759	6,222	6,396
IRELAND	4,630	4,537	3,748	3,703	4,071	4,052	3,987
ITALY	20,462	21,215	18,921	20,971	22,535	21,818	21,483
LATVIA	N/A	1,815	1,679	1,634	1,649	1,576	1,636
LITHUANIA	N/A	2,519	2,532	2,501	2,610	2,577	2,656
LUXEMBOURG	510	532	404	461	310	479	474
MALTA	270	268	199	216	267	268	283
NETHERLANDS	12,269	12,320	10,614	10,888	12,249	11,564	11,172
POLAND	38,360	37,949	34,689	33,442	34,733	32,270	34,495
PORTUGAL	5,271	5,478	4,688	5,001	6,005	6,232	6,298
ROMANIA	16,600	16,700	16,750	16,600	15,800	15,000	15,000
SLOVAKIA	3,963	3,980	3,739	3,276	3,188	2,835	2,602
SLOVENIA	1,653	1,623	1,489	1,525	1,600	1,600	1,600
SPAIN	39,955	41,289	36,450	40,000	42,305	43,042	43,689
SWEDEN	4,646	4,615	4,638	4,729	4,763	4,713	4,794
<b>TOTAL EU 27</b>	<b>≈ 319,210</b>	<b>320,312</b>	<b>≈ 295,310</b>	<b>≈ 298,426</b>	<b>≈ 311,209</b>	<b>≈ 302,191</b>	<b>≈ 303,082</b>
NORWAY	2,845	2,799	3,039	N/A	N/A	N/A	N/A
SWITZERLAND	4,715	4,736	4,530	4,437	4,732	4,559	4,484
UNITED KINGDOM	47,772	47,119	40,883	46,068	46,160	44,316	N/A
<b>TOTAL ALL</b>	<b>≈ 374,542</b>	<b>374,966</b>	<b>≈ 343,762</b>	<b>≈ 351,970</b>	<b>≈ 365,140</b>	<b>≈ 354,105</b>	<b>≈ 354,921</b>

## BEER CONSUMPTION PER CAPITA 2024

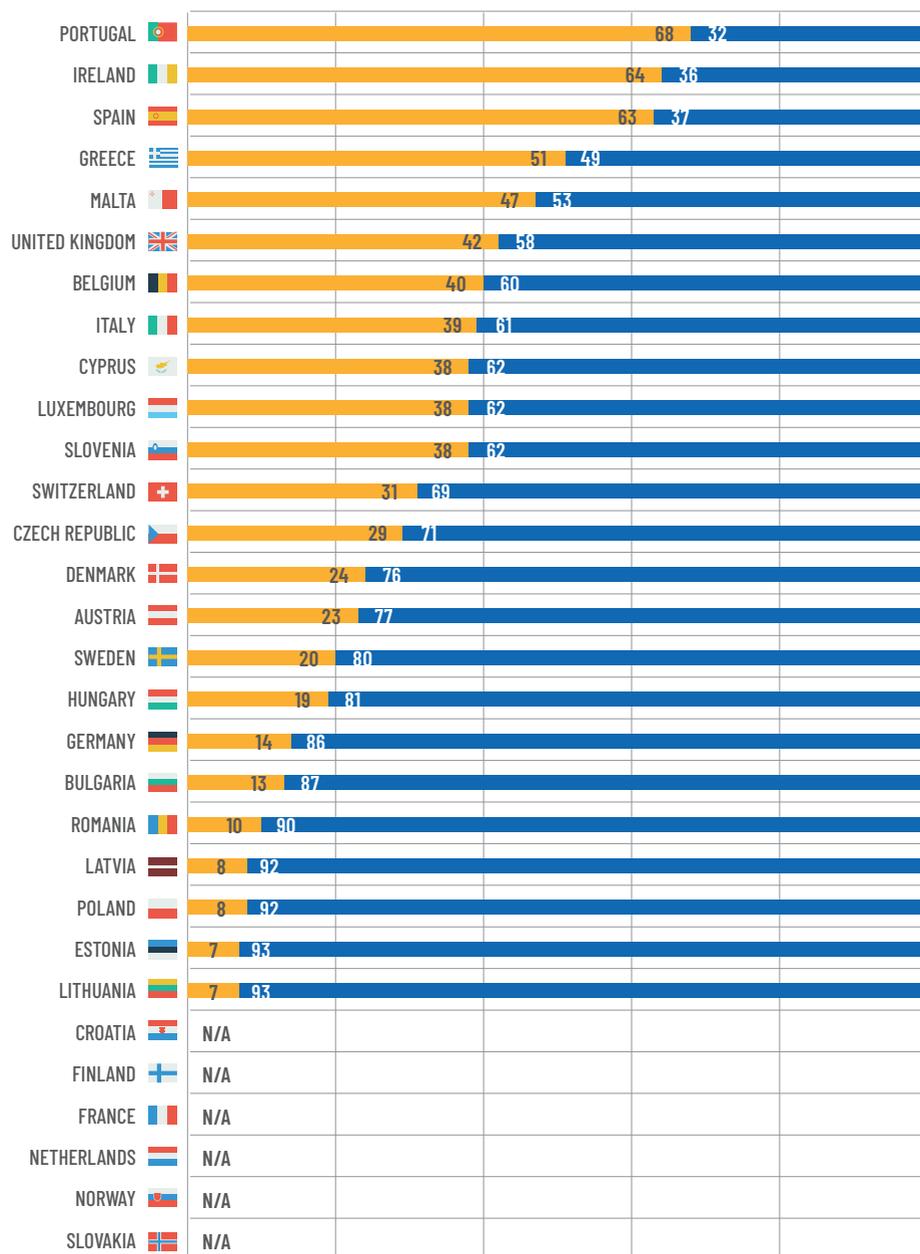
(Litres)



## BEER CONSUMPTION PER CAPITA 2018 - 2024

(Litres)

COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	107	107	100	101	102	99	98
BELGIUM	65	N/A	55	N/A	64	N/A	N/A
BULGARIA	75	74	75	77	80	79	80
CROATIA	84	88	81	77	79	74	79
CYPRUS	59	59	43	47	51	50	50
CZECH REPUBLIC	141	142	135	129	136	128	126
DENMARK	62	62	61	65	64	62	61
ESTONIA	80	81	81	N/A	79	78	80
FINLAND	72	70	68	68	64	63	62
FRANCE	33	33	33	33	33	33	33
GERMANY	99	97	92	89	92	88	88
GREECE	36	37	28	32	35	38	41
HUNGARY	68	70	68	68	67	64	65
IRELAND	80	77	64	61	71	69	67
ITALY	34	35	32	35	38	37	36
LATVIA	N/A						
LITHUANIA	N/A						
LUXEMBOURG	72	69	45	50	50	N/A	42
MALTA	55	52	39	41	49	48	49
NETHERLANDS	71	71	61	62	70	65	N/A
POLAND	100	98	93	92	93	87	86
PORTUGAL	51	53	46	48	58	60	59
ROMANIA	85	86	87	87	83	83	83
SLOVAKIA	74	75	69	60	59	52	48
SLOVENIA	80	78	71	72	76	77	76
SPAIN	52	52	50	50	58	56	53
SWEDEN	57	56	56	57	57	56	55
NORWAY	54	57	62	65	60	57	56
SWITZERLAND	55	55	52	51	54	51	49
UNITED KINGDOM	72	71	61	69	68	65	63



ON-TRADE OFF-TRADE

COUNTRY	2018		2019		2020		2021		2022		2023		2024	
	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF	ON	OFF
AUSTRIA	28	72	27	73	17	83	15	85	24	76	24	76	23	77
BELGIUM	42	58	42	58	27	73	31	69	41	59	41	59	40	60
BULGARIA	20	80	20	80	11	89	12	88	13	87	13	87	13	87
CROATIA	40	60	N/A	N/A	31	69	40	60	40	60	N/A	N/A	N/A	N/A
CYPRUS	55	45	53	47	30	70	25	75	33	67	38	62	38	62
CZECH REPUBLIC	36	64	35	65	26	74	25	75	31	69	30	70	29	71
DENMARK	23	77	25	75	14	86	17	83	24	76	24	76	24	76
ESTONIA	7	93	7	93	5	95	5	95	7	93	7	93	7	93
FINLAND	14	86	14	86	9	91	9	91	13	87	13	87	N/A	N/A
FRANCE	35	65	35	65	35	65	35	65	35	65	N/A	N/A	N/A	N/A
GERMANY	18	82	18	82	10	90	16	84	16	84	15	85	14	86
GREECE	61	39	57	43	40	60	47	53	52	48	51	49	51	49
HUNGARY	30	70	30	70	17	83	18	82	20	80	20	80	19	81
IRELAND	64	37	63	37	30	70	N/A	N/A	64	37	64	36	64	36
ITALY	36	64	36	64	27	73	33	67	36	64	38	62	39	61
LATVIA	7	93	7	93	5	95	5	95	7	93	8	92	8	92
LITHUANIA	9	91	9	91	7	93	8	92	8	92	8	92	7	93
LUXEMBOURG	45	55	43	57	40	60	42	58	40	60	N/A	N/A	38	62
MALTA	64	36	63	37	49	51	48	52	45	55	44	56	47	53
NETHERLANDS	29	71	30	70	15	85	17	83	30	70	30	70	N/A	N/A
POLAND	14	86	11	89	8	92	8	92	7	93	8	92	8	92
PORTUGAL	69	31	70	30	60	40	60	40	67	33	68	32	68	32
ROMANIA	15	85	14	86	8	92	9	91	10	90	10	90	10	90
SLOVAKIA	28	72	29	71	19	81	20	80	23	77	27	73	N/A	N/A
SLOVENIA	35	65	34	66	30	70	26	74	33	67	36	64	38	62
SPAIN	67	33	68	32	44	56	51	49	59	41	61	39	63	37
SWEDEN	20	80	20	80	13	87	14	86	19	81	19	81	20	80
NORWAY	19	81	19	81	11	89	N/A	N/A						
SWITZERLAND	39	61	38	62	27	73	26	74	33	67	32	68	31	69
UNITED KINGDOM	46	54	45	55	23.6	76.4	30.7	69.3	41.3	58.7	41.9	58.1	42	58

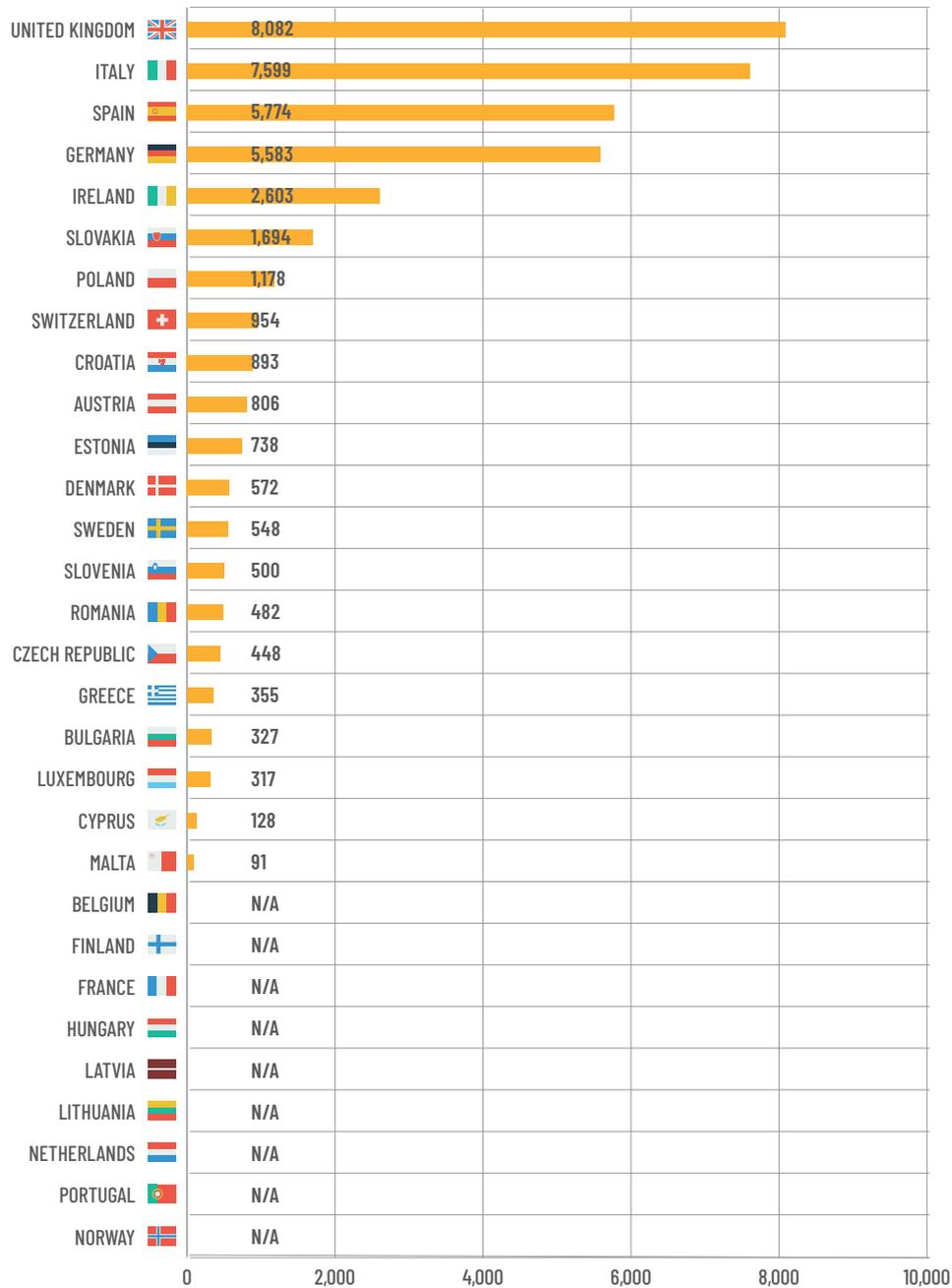
COUNTRY	2019		2020		2021	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
AUSTRIA	691	139	582	47	621	27
BELGIUM	2,279	242	2,019	116	1,534	172
BULGARIA	466	300	597	182	661	133
CROATIA	811	165	823	172	948	241
CYPRUS	132	12	74	10	80	19
CZECH REPUBLIC	424	13	480	13	508	21
DENMARK	770		618		745	
ESTONIA	277		249		268	
FINLAND	348	59	347	45	323	75
FRANCE	N/A	N/A	N/A	N/A	N/A	N/A
GERMANY	7,112	178	6,677	156	6,217	246
GREECE	257	52	213	45	209	55
HUNGARY	766		799		802	
IRELAND	2,937		3,630		2,661	
ITALY	6,963	375	6,071	343	6,667	393
LATVIA	368	71	N/A	N/A	N/A	N/A
LITHUANIA	82	398	N/A	N/A	N/A	N/A
LUXEMBOURG	275		200		420	
MALTA	79	10	59	6	59	8
NETHERLANDS	1,872	1,872	1,553		1,672	
POLAND	843	100	1,088		999	
PORTUGAL	199	1	161		108	
ROMANIA	445	59	594	51	643	57
SLOVAKIA	1,843	6	1,827	3	1,551	4
SLOVENIA	607	10	935		494	
SPAIN	4,491	372	4,865	393	5,116	491
SWEDEN	534		591		612	
<b>TOTAL EU 27</b>	<b>≈ 42,623</b>		<b>≈ 39,646</b>		<b>≈ 36,863</b>	
NORWAY	339	83	430	66	N/A	N/A
SWITZERLAND	977	83	1,045	81	958	97
UNITED KINGDOM	8,227	1,551	9,510	908	10,069	628
<b>TOTAL ALL</b>	<b>≈ 53,883</b>		<b>≈ 51,687</b>		<b>≈ 49,135</b>	

COUNTRY	2022		2023		2024	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
AUSTRIA	728	24	759	22	779	27
BELGIUM	1,083	94	1,033	56	N/A	N/A
BULGARIA	602	172	292	137	237	90
CROATIA	910	151	766	116	766	128
CYPRUS	33		91	29	94	95
CZECH REPUBLIC	496	24	383	27	421	27
DENMARK	780		640		572	
ESTONIA	320		306		330	408
FINLAND	502	65	386	58	N/A	N/A
FRANCE	531		N/A	N/A	N/A	N/A
GERMANY	6,173	300	5,225	308	5,314	269
GREECE	230	73	209	30	334	21
HUNGARY	886		640		767	
IRELAND	2,792		2,752		2,603	
ITALY	7,714	279	7,830	165	7,390	209
LATVIA	93		N/A	N/A	N/A	N/A
LITHUANIA	155		N/A	N/A	N/A	N/A
LUXEMBOURG	428		463		317	
MALTA	79	13	71	14	78	13
NETHERLANDS	1,858		1,890		N/A	N/A
POLAND	1,157		1,191		1,178	
PORTUGAL	N/A	N/A	99		156	
ROMANIA	673	49	401	83	392	90
SLOVAKIA	1,699	1	1,551	1	1,694	
SLOVENIA	655		555		500	
SPAIN	4,872	573	5,204	497	5,140	635
SWEDEN	565		542		548	
<b>TOTAL EU 27</b>	<b>≈ 37,976</b>		<b>≈ 35,601</b>		<b>≈ 35,729</b>	
NORWAY	496	24	N/A	N/A	N/A	N/A
SWITZERLAND	968	86	899	64	875	79
UNITED KINGDOM	8,608	260	8,024	190	7,874	209
<b>TOTAL ALL</b>	<b>≈ 48,417</b>		<b>≈ 45,298</b>		<b>≈ 45,285</b>	

## 7

## TOTAL IMPORTS 2024

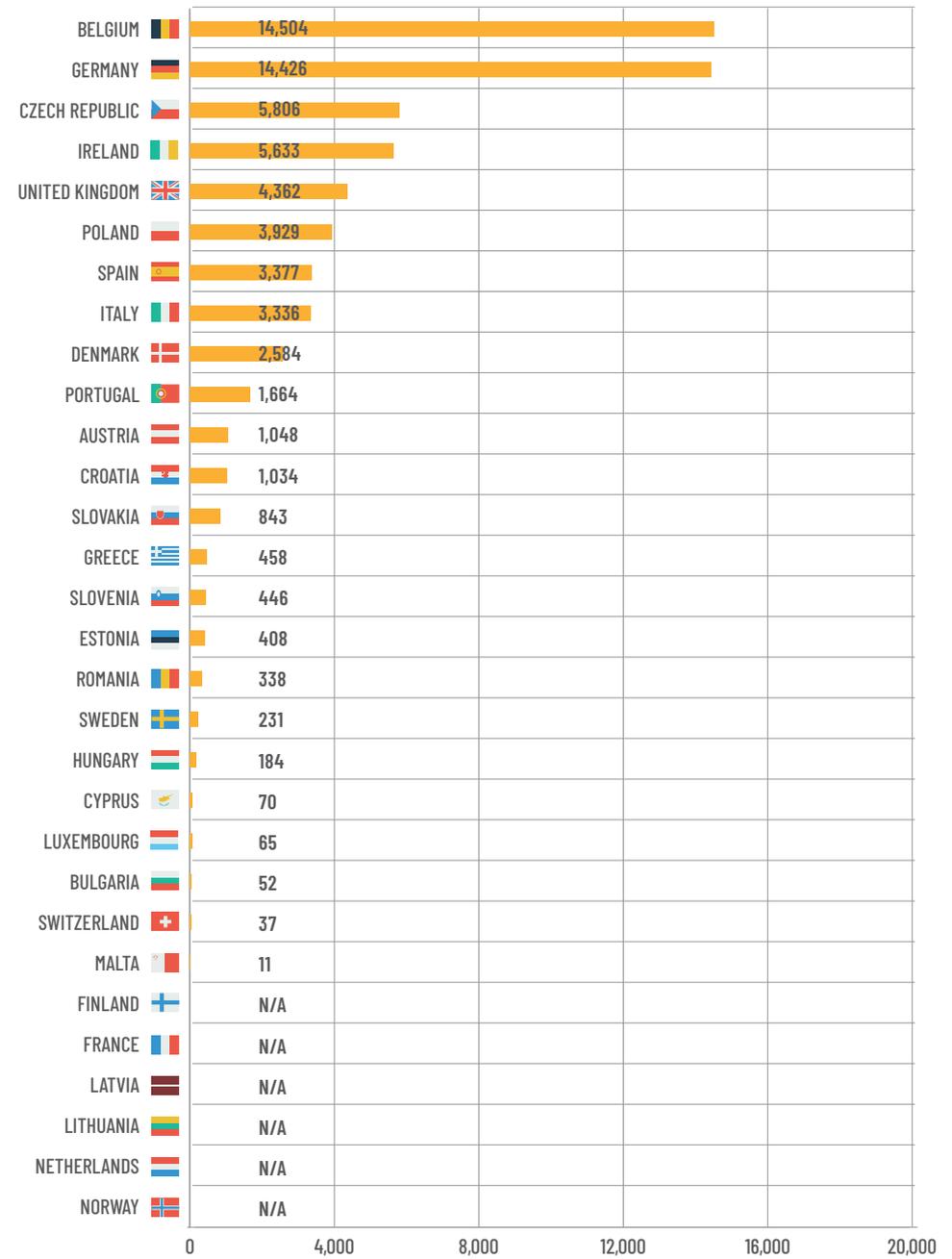
(intra-EU and extra-EU in 1,000 HL)



## 8

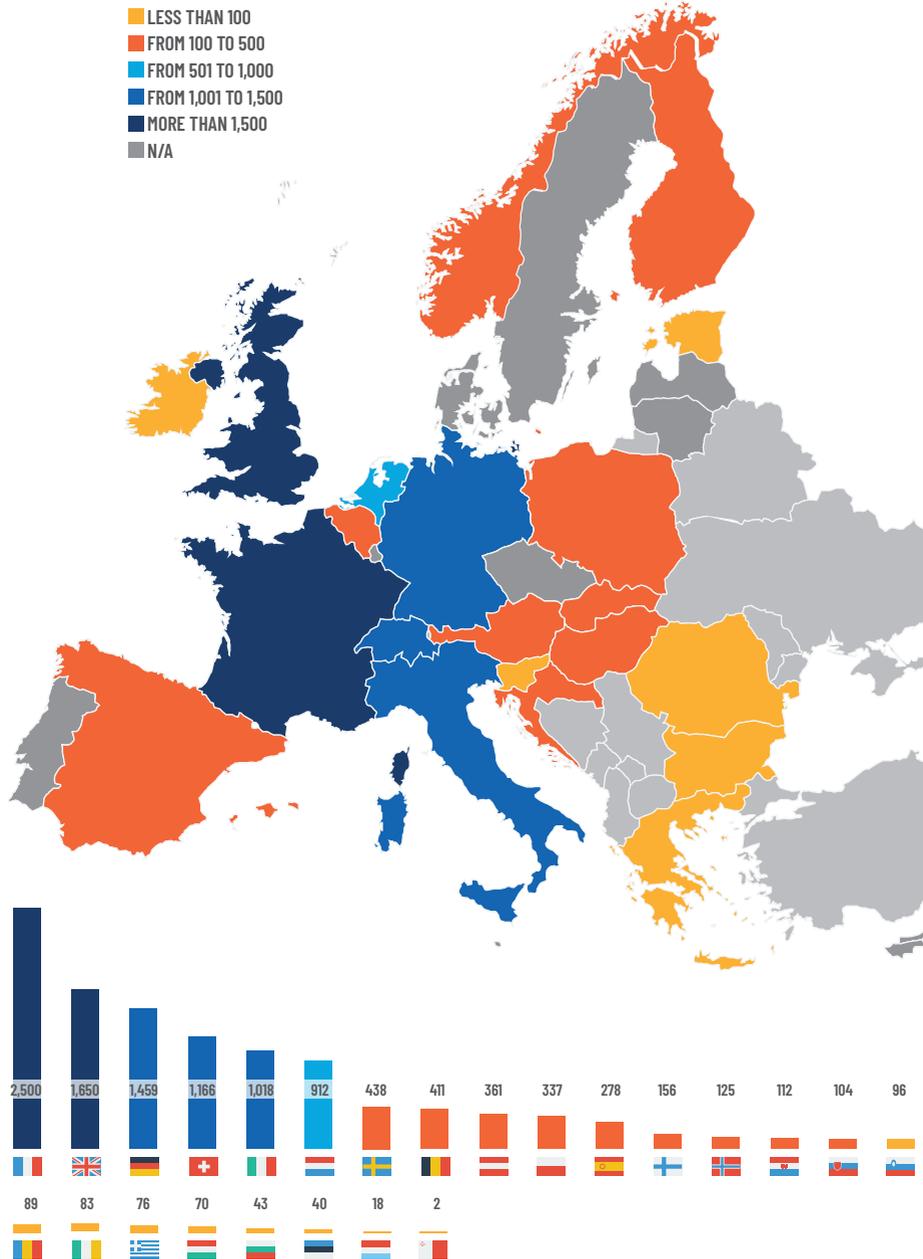
## TOTAL EXPORTS 2024

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

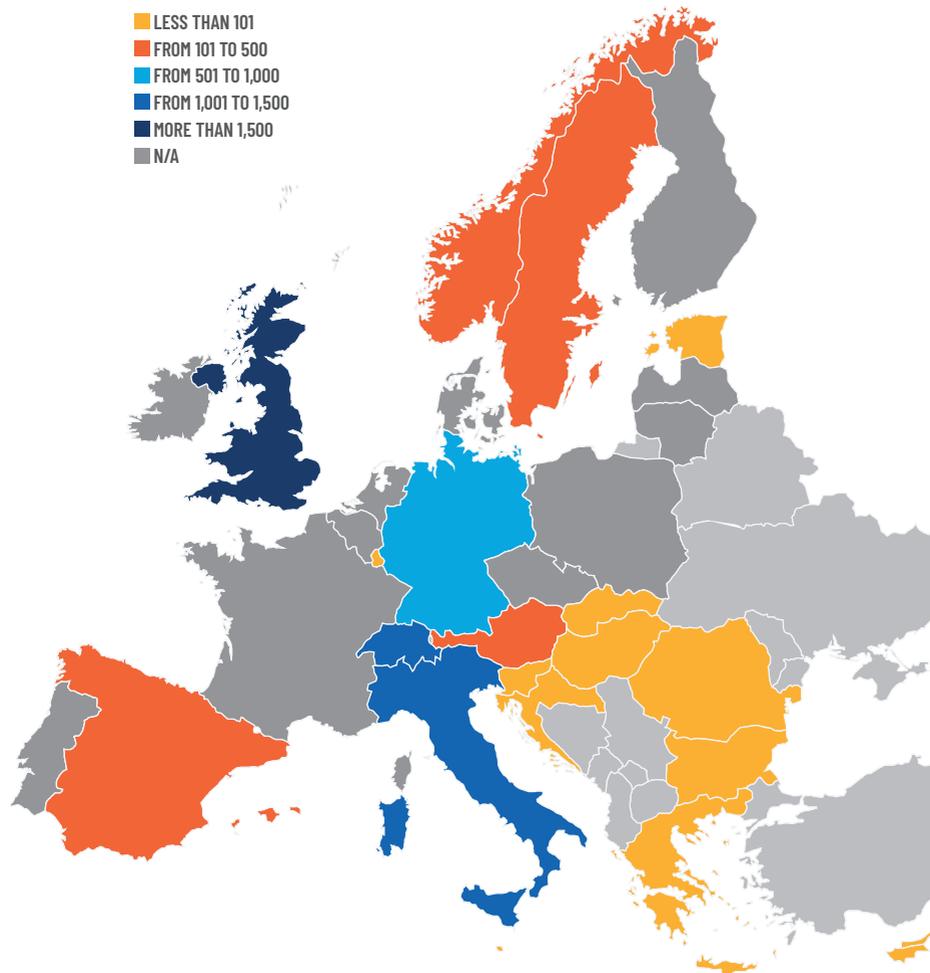


COUNTRY	2019		2020		2021	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
AUSTRIA	833	164	638	164	731	202
BELGIUM	13,118	5,287	12,930	4,907	13,057	4,288
BULGARIA	163	22	187	10	91	12
CROATIA	126	503	124	407	134	415
CYPRUS	8	3	8	3	10	5
CZECH REPUBLIC	4,334	983	3,944	992	3,877	1,293
DENMARK	3,044		2,940		3,152	
ESTONIA	683		645		663	
FINLAND	151	32	127	9	172	13
FRANCE	N/A	N/A	N/A	N/A	N/A	N/A
GERMANY	8,960	6,995	7,782	7,253	7,648	8,093
GREECE	195	246	377	227	533	220
HUNGARY	465		516		533	
IRELAND	5,113		4,569		3,960	
ITALY	2,461	1,029	894	2,434	935	2,927
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	94		46		40	
MALTA	7	4	5	3	6	6
NETHERLANDS	3,604	10,077	2,701	10,375	12,870	
POLAND	2,916	899	4,350		4,173	
PORTUGAL	1,117	648	1,489	448	1,306	499
ROMANIA	336	161	383	148	341	142
SLOVAKIA	189	38	393	69	194	110
SLOVENIA	522	277	615	339	N/A	N/A
SPAIN	1,640	1,450	1,460	1,997	1,527	2,201
SWEDEN	497		252		254	
<b>TOTAL EU 27</b>	<b>≈ 86,978</b>		<b>≈ 84,742</b>		<b>≈ 85,140</b>	
NORWAY	36	3	25	4	N/A	N/A
SWITZERLAND	56	1	49	1	55	1
UNITED KINGDOM	2,608	2,655	2,450	2,017	2,497	1,914
<b>TOTAL ALL</b>	<b>≈ 92,337</b>		<b>≈ 89,288</b>		<b>≈ 89,637</b>	

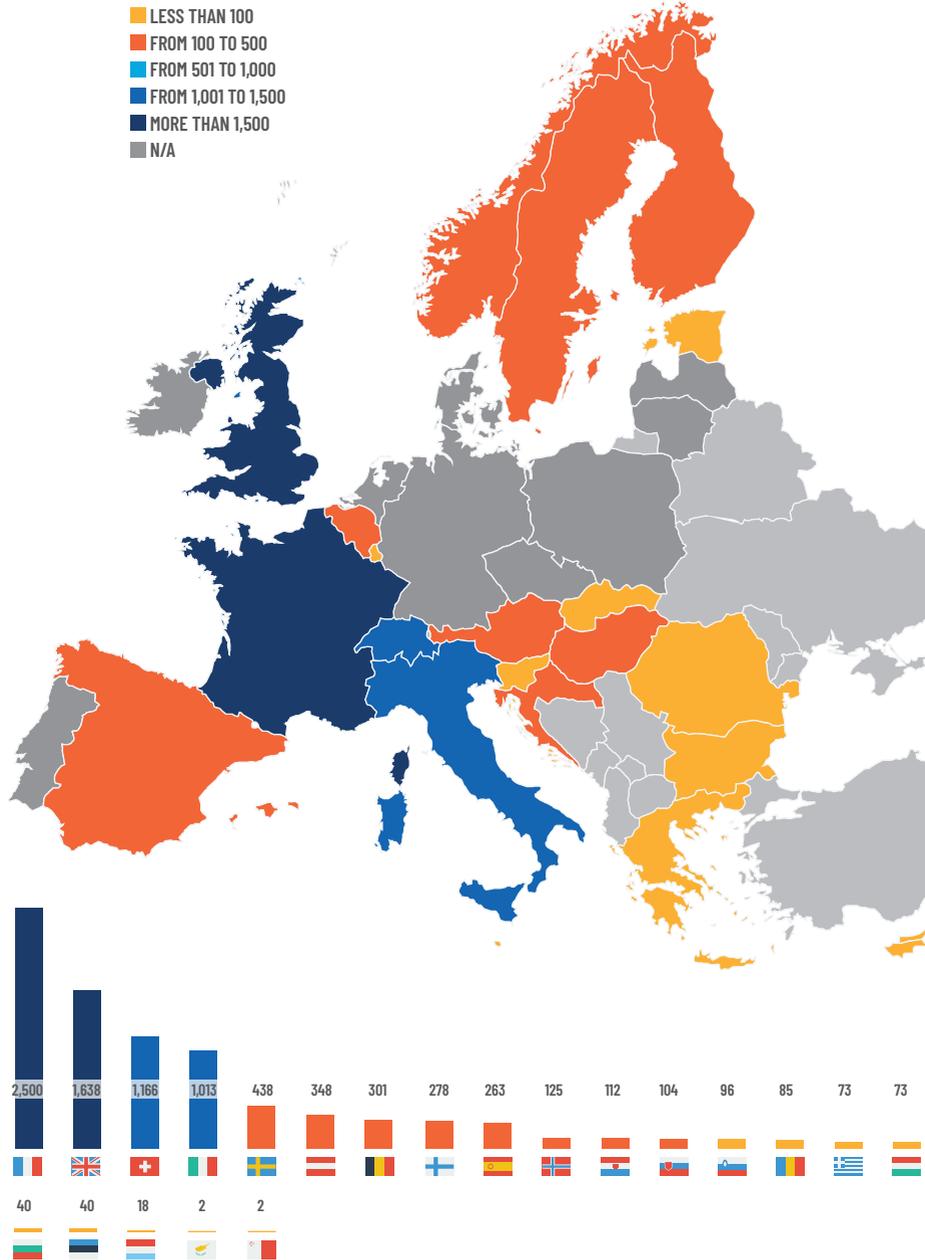
COUNTRY	2022		2023		2024	
	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU	INTRA-EU	EXTRA-EU
AUSTRIA	718	171	742	144	921	127
BELGIUM	13,379	2,836	12,776	2,243	12,440	2,063
BULGARIA	19	13	13	18	15	37
CROATIA	413	500	389	515	474	560
CYPRUS	10	4	10	3	57	13
CZECH REPUBLIC	4,211	1,111	3,988	1,072	4,645	1,161
DENMARK	3,177		2,600		2,584	
ESTONIA	597		325		408	
FINLAND	280	44	284	70	N/A	N/A
FRANCE	N/A	N/A	N/A	N/A	N/A	N/A
GERMANY	7,853	7,030	7,898	6,428	8,001	6,425
GREECE	605	218	153	315	120	338
HUNGARY	447		375		184	
IRELAND	4,708		5,422		5,633	
ITALY	863	2,947	1,012	2,607	816	2,520
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	90	3	223		65	
MALTA	5	5	5	5	5	6
NETHERLANDS	12,880		12,684		N/A	N/A
POLAND	3,944		3,948		3,929	
PORTUGAL	1,185	576	1,065	433	1,664	
ROMANIA	338	182	266	157	196	142
SLOVAKIA	389	79	392	66	775	68
SLOVENIA	898		529		N/A	N/A
SPAIN	1,896	2,388	1,715	2,452	703	2,673
SWEDEN	291		259		231	
<b>TOTAL EU 27</b>	<b>≈ 84,791</b>		<b>≈ 81,183</b>		<b>≈ 81,067</b>	
NORWAY	N/A	N/A	N/A	N/A	N/A	N/A
SWITZERLAND	62	4	36	1	33	4
UNITED KINGDOM	3,109	1,858	2,610	1,543	2,585	1,777
<b>TOTAL ALL</b>	<b>≈ 90,033</b>		<b>≈ 85,402</b>		<b>≈ 85,495</b>	



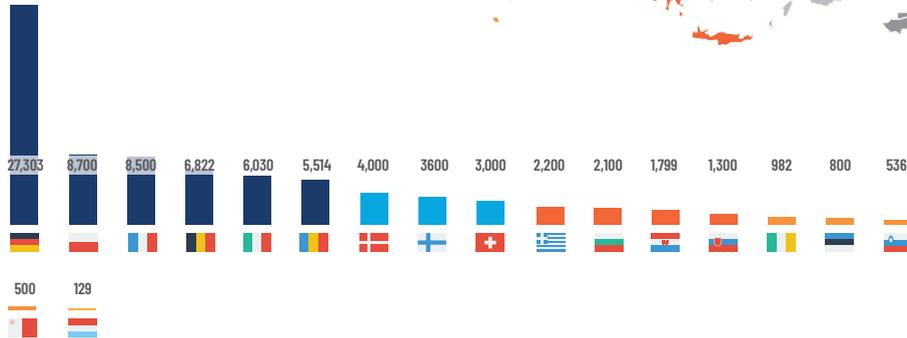
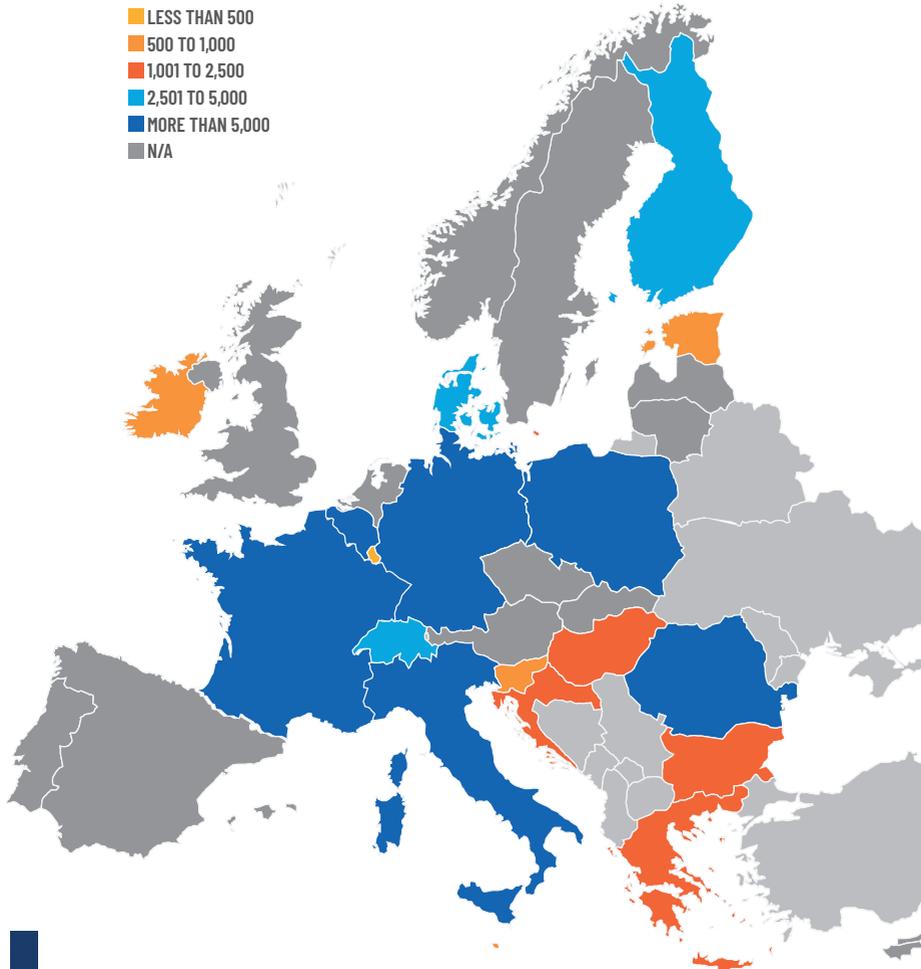
COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	298	311	309	324	346	347	361
BELGIUM	304	339	378	408	430	417	411
BULGARIA	29	33	37	43	40	43	43
CROATIA	97	92	98	101	109	106	112
CYPRUS	4	4	4	7	7	6	N/A
CZECH REPUBLIC	488	617	599	599	N/A	N/A	N/A
DENMARK	206	216	228	242	261	261	N/A
ESTONIA	53	36	40	38	40	40	40
FINLAND	105	113	118	137	136	150	156
FRANCE	1,600	2,000	2,300	2,500	2,500	2,500	2,500
GERMANY	1,542	1,552	1,536	1,512	1,521	1,511	1,459
GREECE	46	57	62	71	75	72	76
HUNGARY	77	79	80	75	75	75	70
IRELAND	77	77	77	77	80	80	83
ITALY	874	853	769	827	916	1,010	1,018
LATVIA	64	N/A	N/A	N/A	N/A	N/A	N/A
LITHUANIA	N/A						
LUXEMBOURG	34	33	18	16	18	N/A	18
MALTA	2	2	2	2	2	2	2
NETHERLANDS	745	805	857	910	936	922	912
POLAND	250	310	363	346	331	338	337
PORTUGAL	120	120	120	110	110	N/A	N/A
ROMANIA	64	75	92	99	96	96	89
SLOVAKIA	73	80	90	96	100	104	104
SLOVENIA	91	104	106	99	99	94	96
SPAIN	456	441	225	293	293	282	278
SWEDEN	337	363	391	419	433	433	438
<b>TOTAL EU 27</b>	<b>≈ 8,108</b>	<b>≈ 8,848</b>	<b>≈ 9,035</b>	<b>≈ 9,487</b>	<b>≈ 9,689</b>	<b>≈ 9,752</b>	<b>≈ 9,715</b>
NORWAY	128	129	135	130	130	127	125
SWITZERLAND	1,021	1,132	1,212	1,278	1,230	1,230	1,166
UNITED KINGDOM	1,960	2,030	1,870	1,820	1,830	1,760	1,650
<b>TOTAL ALL</b>	<b>≈ 11,217</b>	<b>≈ 12,139</b>	<b>≈ 12,252</b>	<b>≈ 12,715</b>	<b>≈ 12,879</b>	<b>≈ 12,869</b>	<b>≈ 12,656</b>



COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	126	126	118	118	130	130	144
BELGIUM	N/A						
BULGARIA	16	19	26	30	33	33	33
CROATIA		79	84	88	92	90	94
CYPRUS	2	2	2	5	5	4	4
CZECH REPUBLIC	440	519	506	506	N/A	N/A	N/A
DENMARK	175	180	190	200	230	223	N/A
ESTONIA	50	27	38	35	35	36	36
FINLAND	74	82	89	91	95	89	N/A
FRANCE	1,450	1,650	2,100	2,300	2,300	N/A	N/A
GERMANY	853	863	908	890	875	870	836
GREECE	30	35	40	47	51	51	55
HUNGARY	75	75	75	70	70	70	65
IRELAND	75	75	75	74	N/A	N/A	N/A
ITALY	692	684	756	814	870	998	1,007
LATVIA	N/A						
LITHUANIA	N/A						
LUXEMBOURG	31	31	10	10	10	N/A	15
MALTA	2	2	2	2	2	2	2
NETHERLANDS	N/A						
POLAND	N/A						
PORTUGAL	115	115	115	105	105	N/A	N/A
ROMANIA	50	61	78	85	82	85	77
SLOVAKIA	57	66	75	80	75	79	79
SLOVENIA	90	103	105	98	98	93	95
SPAIN	396	378	191	243	247	231	227
SWEDEN	308	323	348	375	390	391	398
NORWAY	103	117	120	120	119	116	115
SWITZERLAND	933	1,075	1,159	1,228	1,170	1,170	1,111
UNITED KINGDOM	1,908	1,977	1,815	1,766	1,779	1,710	1,610



COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	288	301	297	312	334	334	348
BELGIUM	218	257	270	283	309	321	301
BULGARIA	27	30	34	40	37	40	40
CROATIA	97	92	98	101	109	106	112
CYPRUS	4	4	4	2	2	2	2
CZECH REPUBLIC	475	597	584	584	N/A	N/A	N/A
DENMARK	185	190	200	210	230	230	N/A
ESTONIA	53	36	50	45	40	40	40
FINLAND	97	103	107	119	121	126	278
FRANCE	1,520	2,000	2,300	2,500	2,500	2,500	2,500
GERMANY	N/A						
GREECE	43	54	59	68	72	69	73
HUNGARY	77	79	80	75	75	75	73
IRELAND	128	128	128	127	N/A	N/A	N/A
ITALY	868	848	764	822	878	1,005	1,013
LATVIA	N/A						
LITHUANIA	N/A	N/A	N/A	16	N/A	N/A	N/A
LUXEMBOURG	33	33	20	N/A	18	N/A	18
MALTA	2	2	2	2	2	2	2
NETHERLANDS	739	798	859	900	926	914	N/A
POLAND	N/A						
PORTUGAL	120	120	120	N/A	N/A	N/A	N/A
ROMANIA	58	69	86	93	90	92	85
SLOVAKIA	73	80	90	96	100	104	104
SLOVENIA	91	104	106	99	99	94	96
SPAIN	443	428	212	279	279	268	263
SWEDEN	337	363	391	419	433	433	438
NORWAY	125	125	128	130	130	127	125
SWITZERLAND	1,021	1,132	1,212	1,278	1,230	1,230	1,166
UNITED KINGDOM	1,946	2,015	1,852	1,803	1,817	1,747	1,638



COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	3,700	N/A	N/A	N/A	N/A	N/A	N/A
BELGIUM	6,255	6,551	6,194	6,645	6,866	6,927	6,822
BULGARIA	2,100	2,100	2,100	2,150	2,150	2,100	2,100
CROATIA	1,500	1,600	1,690	1,674	1,801	1,777	1,799
CYPRUS	600	600	600	605	620	N/A	N/A
CZECH REPUBLIC	5,600	N/A	N/A	N/A	N/A	N/A	N/A
DENMARK	4,000	4,000	4,000	4,000	4,000	4,000	4,000
ESTONIA	1,000	1,000	800	800	800	800	800
FINLAND	2,000	2,000	1,900	2,000	2,000	2,100	3,600
FRANCE	7,080	7,700	7,700	8,000	8,000	8,000	8,500
GERMANY	27,561	28,133	27,295	27,242	27,916	27,524	27,303
GREECE	2,000	2,100	2,100	2,100	2,200	2,200	2,200
HUNGARY	2,064	2,077	2,113	2,099	2,094	2,103	N/A
IRELAND	1,100	1,147	1,132	923	935	950	982
ITALY	5,500	5,700	5,200	5,300	5,600	5,300	6,030
LATVIA	N/A						
LITHUANIA	N/A						
LUXEMBOURG	116	120	120	115	125	N/A	129
MALTA	500	500	500	500	500	500	500
NETHERLANDS	6,100	4,374	4,198	4,200	4,200	4,200	N/A
POLAND	9,500	9,500	9,500	9,500	9,300	9,000	8,700
PORTUGAL	2,274	2,403	2,508	2,310	2,361	2,516	N/A
ROMANIA	5,973	6,015	6,090	5,950	5,942	5,601	5,514
SLOVAKIA	1,500	1,500	1,500	1,400	1,400	1,400	1,300
SLOVENIA	690	707	676	640	623	591	536
SPAIN	9,500	9,900	10,600	10,600	10,500	11,100	N/A
SWEDEN	4,802	4,894	4,618	4,937	4,997	N/A	N/A
<b>TOTAL EU 27</b>	<b>≈ 116,715</b>	<b>≈ 117,621</b>	<b>≈ 116,134</b>	<b>≈ 116,690</b>	<b>≈ 117,930</b>	<b>≈ 117,443</b>	<b>≈ 119,351</b>
NORWAY	1,200	N/A	N/A	N/A	N/A	N/A	N/A
SWITZERLAND	3,000	3,000	3,000	3,000	3,000	3,000	3,000
UNITED KINGDOM	17,200	16,200	16,700	17,700	16,500	20,600	N/A
<b>TOTAL ALL</b>	<b>≈ 138,115</b>	<b>≈ 138,021</b>	<b>≈ 137,034</b>	<b>≈ 138,590</b>	<b>≈ 138,630</b>	<b>≈ 142,233</b>	<b>≈ 144,151</b>

COUNTRY	2018	2019	2020	2021	2022	2023	2024
AUSTRIA	200	190	194	178	206	193	192
BELGIUM	201	200	168	179	191	179	17,196
BULGARIA	41	40	38	38	40	38	38
CROATIA	90	85	76	84	90	86	91
CYPRUS	15	14	28	31	34	N/A	N/A
CZECH REPUBLIC	190	185	172	171	N/A	N/A	N/A
DENMARK	115	110	105	112	112	105	106
ESTONIA	67	63	56	59	63	62	64
FINLAND	654	652	654	610	641	619	602
FRANCE	943	987	890	948	1,030	1,030	N/A
GERMANY	655	617	566	584	600	580	558
GREECE	196	198	154	171	190	193	204
HUNGARY	147	150	107	118	115	108	106
IRELAND	430	421	351	351	392	404	397
ITALY	711	713	646	693	707	693	714
LATVIA	53	54	52	51	53	49	53
LITHUANIA	101	100	98	98	104	106	121
LUXEMBOURG	6	6	4	4	4	N/A	4
MALTA	4	4	4	3	4	4	5
NETHERLANDS	457	422	384	392	476	380	448
POLAND	834	787	764	714	781	846	857
PORTUGAL	88	94	78	83	101	109	N/A
ROMANIA	133	133	140	134	135	142	150
SLOVAKIA	60	60	57	55	56	53	56
SLOVENIA	91	90	83	85	89	91	90
SPAIN	349	358	322	349	371	370	368
SWEDEN	425	412	444	442	410	422	471
NORWAY	647	N/A	N/A	N/A	N/A	N/A	N/A
SWITZERLAND	109	108	101	104	117	121	117
UNITED KINGDOM	4,097	4,156	3,542	4,093	4,245	4,233	4,120

**BEER:**

Beer definitions differ from country to country. Please note that the inclusion or not of non-alcohol beer may vary amongst countries

**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.

## 15

### METHODOLOGY

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The data for the 2025 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
- Euromonitor
- European Commission
- National authorities

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

## 16

### ACKNOWLEDGEMENTS

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

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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 | 2025 Edition



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