



KEY FIGURES 2024

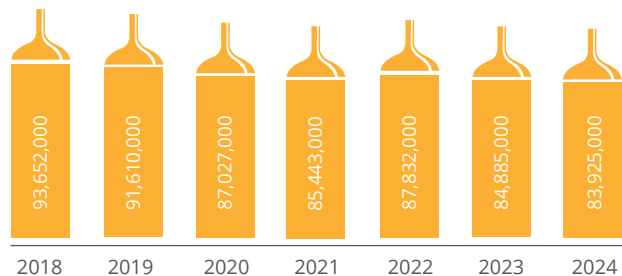
GERMANY



THE BREWERS OF EUROPE

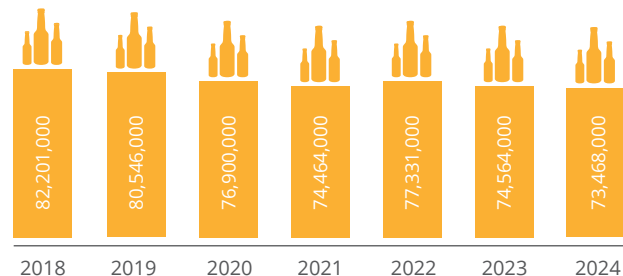
PRODUCTION

(HECTOLITRES)



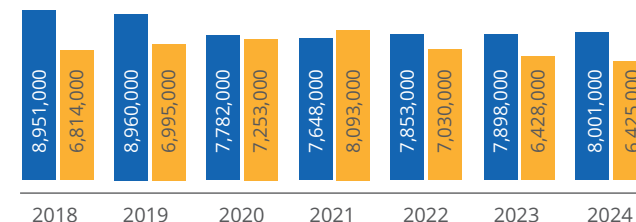
CONSUMPTION

(HECTOLITRES)



EXPORTS (HECTOLITRES)

INTRA EU
EXTRA EU

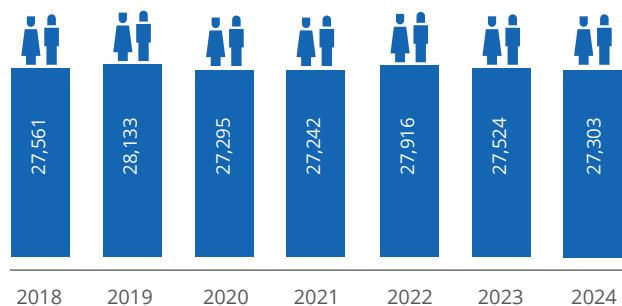


CONSUMPTION
ON-TRADE VS OFF-TRADE
14% | 86%

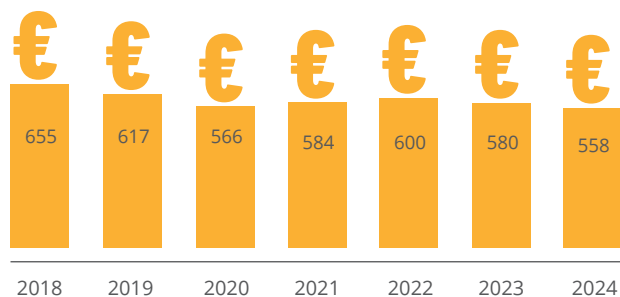


CONSUMPTION
PER CAPITA

88 LITRES / YEAR



DIRECT EMPLOYMENT



EXCISE DUTY REVENUE (MILLION €)

NUMBER OF
ACTIVE
BREWERIES

1,459

