



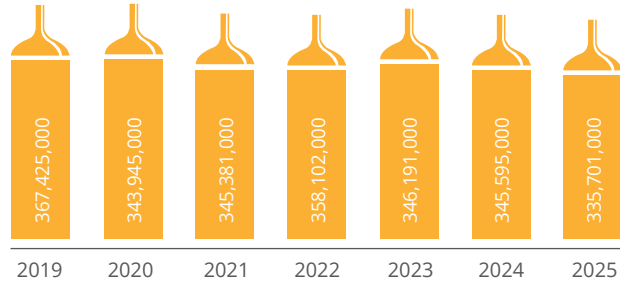
KEY FIGURES 2025

EUROPEAN UNION



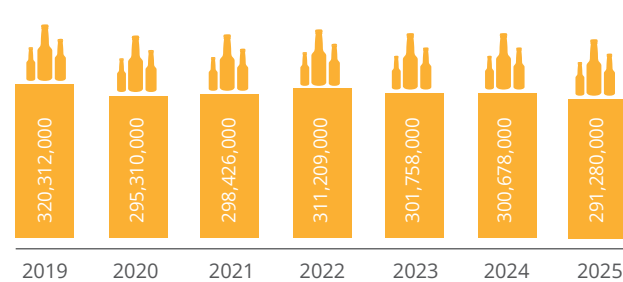
PRODUCTION

(HECTOLITRES)



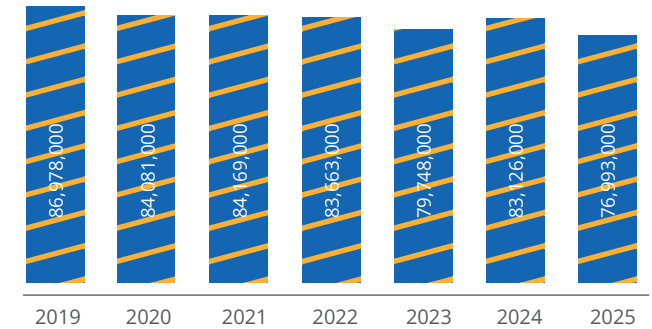
CONSUMPTION

(HECTOLITRES)



EXPORTS

(HECTOLITRES)



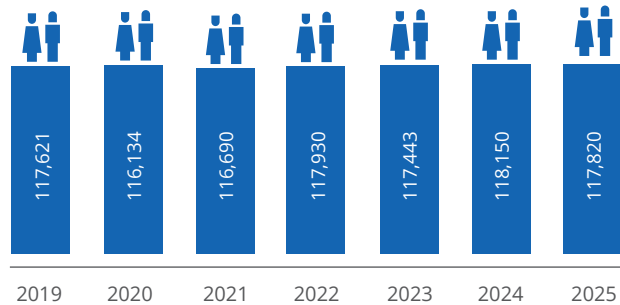
CONSUMPTION ON-TRADE VS OFF-TRADE

29% | 71%



CONSUMPTION PER CAPITA

67 LITRES / YEAR



DIRECT EMPLOYMENT



THE BREWERS OF EUROPE

NUMBER OF ACTIVE BREWERIES

9,549