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- MEDIA RELEASE -

BarthHaas Report 2023/2024: Global beer industry under pressure.

In 2023 the brewing industry was affected by the generally difficult economic situation: Beer production worldwide fell by 0.9 percent to 1.88 billion hectoliters*. This is one of the facts contained in the BarthHaas Report 2023/2024 that the world's leading hop specialist presented during an online press conference on July 16.

The industry's hopes of a sustained recovery were thus disappointed. "After we had managed to post modest growth in 2022 despite unfavorable conditions, we were expecting another small increase in 2023", says Peter Hintermeier, Managing Director of BarthHaas, commenting on the development. "However, energy, raw materials, packaging, logistics, and labor costs remained at a high level, which put pressure on the brewing business in many countries."

Poor year for German brewers

The German brewing industry underperformed the world market as a whole: Beer output in Germany in 2023 declined year on year by 3.3 percent to 84.89 million hectoliters. "In the world rankings, Germany remains in fifth place", says Heinrich Meier, the author of the BarthHaas Report. "The first four places are taken by China, the USA, Brazil, and Mexico – as in the previous year. Together, the top 5 beer-producing countries account for nearly 50 percent of global production."

The European market was down slightly: A total of 511.1 million hectoliters of beer was produced there – 1.7 percent less than in the year before. This was mainly due to falling production in the United Kingdom (-8.9 %) and Poland (-5.3 %). Compared with the member states of the European Union which saw beer output decline by an average of 2.5 percent, the rest of Europe had a better year: Here, production remained more or less stable with a decline of only 0.1 percent.

The USA recorded a marked decline in 2023; here, beer production fell by 5.6 percent to 193.0 million hectoliters. This made the United States the only beer-producing country in the Americas to see a fall in production volume. In the other two countries that are by far the biggest beer producers in the Americas – Brazil and Mexico – beer production increased in each case by one percent to 148.9 million hectoliters and 142.4 million hectoliters, respectively. In total, the countries of the Americas produced 625.1 million hectoliters of beer, representing a decline of 1.1 percent year on year.

Asian markets down on average

Production in Asia saw a similar decline of 1.0 percent overall, but with marked differences in development between the individual markets. The winners included high-volume producers such as India (+15.0 % to 29.3m hl) or Cambodia (+15.0 % to 15.0m hl), but these gains failed to compensate completely for the losses in the even larger markets of China (-0.4 % to 359.08m hl), Japan (-1.2 % to 45.3m hl) or Vietnam (-20.5 % to 31.0m hl). In total, beer output in Asia in 2023 amounted to 574.3 million hectoliters, 62.5 percent of which came from China.

In percentage terms, the second-highest growth in 2023 was recorded in Africa; here, output rose by 3.1 percent to a total of 154.5 million hectoliters. South Africa (+4.0 % to 35.1m hl) made an outsized contribution to African production volume. Strong growth was also recorded in Ethiopia (+9.5 % to 12.7m hl) and Cameroon (+13.8 % to 9.1m hl). Only Australia/Oceania grew somewhat more strongly, by 3.4 percent, but this was from a very low base, bringing its production volume to a mere 18.5 million hectoliters.

It is difficult to provide a forecast for the world beer market in 2024. “The brewing industry is still feeling the effects of the war in Ukraine; companies throughout the entire supply chain are laboring under sustained high costs”, says Thomas Raiser, Managing Director of BarthHaas. “Consumers in many countries are groaning under the burden of high inflation. We therefore only expect beer output to remain stable for the current year, but are unable to identify a clear trend for the future.”

*Some countries corrected their production figures after last year’s BarthHaas Report was published. As a result, the latest figure is ten million hectoliters, or 0.5 percent, higher than previously reported for 2022.

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About BarthHaas®

[BarthHaas](#) is one of the world's leading suppliers of hop products and hop-related services. The family-owned company specializes in the creative and efficient use of hops and hop products. As visionaries, instigators and implementers of ideas, BarthHaas has been shaping the market surrounding a unique raw material for over 225 years.

About HAAS®

[HAAS](#) provides world-class hops, bittering products, flavor and aroma products, and innovative brewing solutions to the world's best brewers. They are a proud member of the BarthHaas group, a global network of family-owned hops farms, processors and distributors. From the experimental fields to the Innovations Brewery, their pellet plant to your brew kettle, they believe close collaboration fuels your success as well as theirs. Whether it's ensuring your supply chain, improving brewing efficiency, helping you discover exciting hop flavors from around the world—or creating renowned hop products like INCOGNITO®, LUPOMAX® and HopKick® — HAAS is dedicated to helping you brew your best possible beer.

About HPA

[Hop Products Australia](#) (HPA) is the country's largest hop grower, backed by a team of experts in plant breeding, farm operations, customer service and brewing support. As sole custodians of their Aussie hops, and regional representatives of the global BarthHaas group, HPA supply a huge range of consistently high-quality local, international, and innovative hop products so their brewing customers can make consistently high-quality beers.