

Press Release

BarthHaas-Report 2021/2022

Beer market 2021: Brewing industry recovering from coronavirus pandemic

Nuremberg, July 25 2022. In 2021, the international brewing industry partially recovered from the consequences of the coronavirus pandemic: Following significant losses in the previous year, 2021 saw global beer output increase by approximately four percent to 1.86 billion hectoliters*, but failed to return to the pre-pandemic level (1.91bn hl) seen in 2019. This is one of the facts contained in the BarthHaas Report 2021/2022 that the world's leading hop specialist presented at an online press conference on July 25.

The various regions of the world have developed quite differently, however. While breweries in many Western European countries are still suffering under corona restrictions and having to contend with flagging sales, many other regions are reporting an improvement compared with 2020. "Fortunately, beer consumption globally did not collapse to anything like the extent that was forecast. In fact, many countries experienced a significant recovery last year," emphasized Peter Hintermeier, Managing Director at BarthHaas.

German market still in decline in 2021

In contrast to the international trend, the German market is still in decline, with beer output in 2021 falling by 1.8 percent. "With output now standing at 85.44 million hectoliters, Germany remains in fifth position in the international ranking of leading beer nations, however," explains Heinrich Meier, author of the BarthHaas Report. Positions one to four also remain unchanged, with China leading the USA, Brazil and Mexico. Almost half of the beer produced worldwide in 2021 was brewed in these countries.

Beer output in Europe showed a slight increase of 2.5 percent (13m hl) to 516.49 million hectoliters. In particular, Great Britain (+6.2m hl), Spain (+3.3m hl), and Russia (+2.6m hl) contributed to stabilization. In the Americas, Brazil (+10.2m hl) and Mexico (+7.8m hl) were once again the growth

markets. Overall, output in the Americas increased by 4.8 percent (28m hl) to 616.96 million hectoliters.

China: Asia's growth driver

China (+15.6m hl) was the main contributor to the 20 million hectoliters (+3.6%) of growth in Asia bringing total output to 564.06 million hectoliters, whereas Japan (-2.3m hl) and South Korea (-1.1m hl) diminished the positive impact of other countries such as Vietnam and Cambodia (each +2m hl). Beer output in Africa increased by ten million hectoliters (+7.3%) to 141.06 million hectoliters. As was the case in the previous year, the individual countries paint a varied picture. South Africa (+5m hl) and Angola (+2m hl) saw the largest growth, while output in Ethiopia, afflicted by civil war, continued to see a steep decline (-1.7m hl).

Brewing industry affected by war in Ukraine

A forecast for the current year 2022 is difficult at the moment. "As with the entire world economy, the brewing industry has been severely affected by the consequences of the war in Ukraine. Russia and Ukraine together brew around 100 million hectoliters of beer. This is equivalent to approx. five percent of the world's beer output," explains BarthHaas Managing Director Peter Hintermeier. If the war causes a shortfall of this volume, the loss will be on a par with that caused by the pandemic. Nobody at this moment can reliably predict the extent to which this might actually happen.

On top of that, breweries are among the industries that have particularly high gas needs. Should Russia indeed stop supplying gas to Europe, the industry in the countries affected will be additionally hard hit. Just how hard cannot be predicted at the present time. The extent to which alternatives can be found to Russian gas in the near future is still too uncertain.

** Beer output in 2020 was approximately 1.79 billion hectoliters. In the BarthHaas Report 2020/2021 we had reported a figure of 1.82 billion hectoliters. The figures from the source quoted have since been corrected downwards.*

Please note the photo credit: BarthHaas

About BarthHaas

BarthHaas is one of the world's leading suppliers of hop products and hop-related services. The family-owned company specialises 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.

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