

# Beer statistics

2015 edition



The Brewers of Europe



# Beer statistics

2015 edition



The Brewers of Europe

Editor: Marlies Van de Walle  
October 2015

ISBN 978-2-9601382-5-2  
EAN 9782960138252



Foreword by President of The Brewers of Europe .....	p. 4
Beer production 2014.....	p. 6
Beer production 2009 - 2014 .....	p. 7
Beer consumption 2014 .....	p. 8
Beer consumption 2009 - 2014.....	p. 9
Beer consumption per capita 2014.....	p.10
Beer consumption per capita 2009 - 2014 .....	p.11
On-trade / off-trade 2014 .....	p. 12
On-trade / off-trade 2009 - 2014 .....	p. 13
Total imports 2014.....	p. 14
Imports 2009 - 2011 .....	p. 15
Imports 2012 - 2014 .....	p. 16
Total exports 2014.....	p. 17
Exports 2009 - 2011 .....	p. 18
Exports 2011 - 2014 .....	p. 19
Number of active breweries 2014 .....	p. 20
Number of active breweries 2009 - 2014.....	p. 21
Microbreweries 2014.....	p. 22
Microbreweries 2009 - 2014.....	p. 23
Number of active brewing companies 2014.....	p. 24
Number of active brewing companies 2009 - 2014.....	p. 25
Direct employment 2014 .....	p. 26
Direct employment 2009 - 2014 .....	p. 27
Packaging 2014 .....	p. 28
Glossary .....	p. 29 - 30
Methodology .....	p. 31
Acknowledgements .....	p. 31
Disclaimer.....	p. 32



Demetrio Carceller  
President of The  
Brewers of Europe

Dear Reader,

Welcome to the 2015 edition of The Brewers of Europe's Statistics, which looks at the key figures from 2014 and trends since 2009 across the 28 EU Member States, Norway, Switzerland and Turkey.

The figures as detailed below demonstrate more than ever the premier contribution made by beer and its value chain to Europe's economic landscape and to Europeans' well-being.

## Positive story of beer

There are a number of facets to this "Positive Story of Beer", ranging from the blossoming of new breweries to fast developing exports, innovative approaches to consumer information, partnerships with a wide variety of stakeholders to promote responsible beer consumption, and better recognition by decision-makers and opinion formers that the beer value chain can and does engineer economic growth.

The statistics show clearly that in 2015 the brewing sector is now firmly on the road to recovery following the 2008/9 economic crisis. They also confirm the trends observed since 2010, with consumption and production remaining stable and an impressive number of new breweries opening across Europe.

Employment is a key pillar of the Europe 2020 Growth Strategy, as part of which the EU aims to have 75% of 20-64 year-olds employed by 2020. It is therefore fitting that the beer sector remains a key actor for job creation and the economy across Europe. Indeed, in 2014 direct employment increased by 3.4% on 2013, with this also being a catalyst for jobs across the entire value chain from grain to glass.

Europe's brewing sector is also making its mark on the world stage, both investing and trading globally. In 2014, European exports rose to 8 billion litres, an increase of 15% since 2008, both within the EU internal market and to the far corners of the planet.

## Confidence and trust in the sector

The interest which many consumers have for the diversity and variety of Europe's beers has also probably never been higher, and this has led to more than 700 new breweries opening in 2014. This represents a 12% increase since 2013 and nearly a doubling since 2008.

The opening of so many new breweries is a sure sign of confidence and trust in the sector, and is a strong indicator that brewing will be a motor of Europe's economic development in the years to come. However, sustained

growth must be accompanied by supportive policies to enable brewers to continue contributing to the overall competitiveness of the European economy.

For example, although some high taxing countries have decreased the beer tax, there are still many governments who overload the tax burden on beer consumers and the brewing sector when compared to other sectors.

## Brewers promoting responsible beer consumption

The Brewers are also calling for appropriate policy frameworks to support their commitment to promote responsible beer consumption.

Brewers' actions often take place through partnerships with government authorities and NGOs and include activities on drink driving, underage consumption and consumer education tools. For more information, see our informative video on our website which marked Global Beer Responsibility Day in September 2015.

Europe's beer landscape provides a vivid example of the extent to which the right mix of entrepreneurship, attention to consumers' expectations, and active involvement in communities can deliver a model that synchronises very well with the EU agenda for growth and jobs.

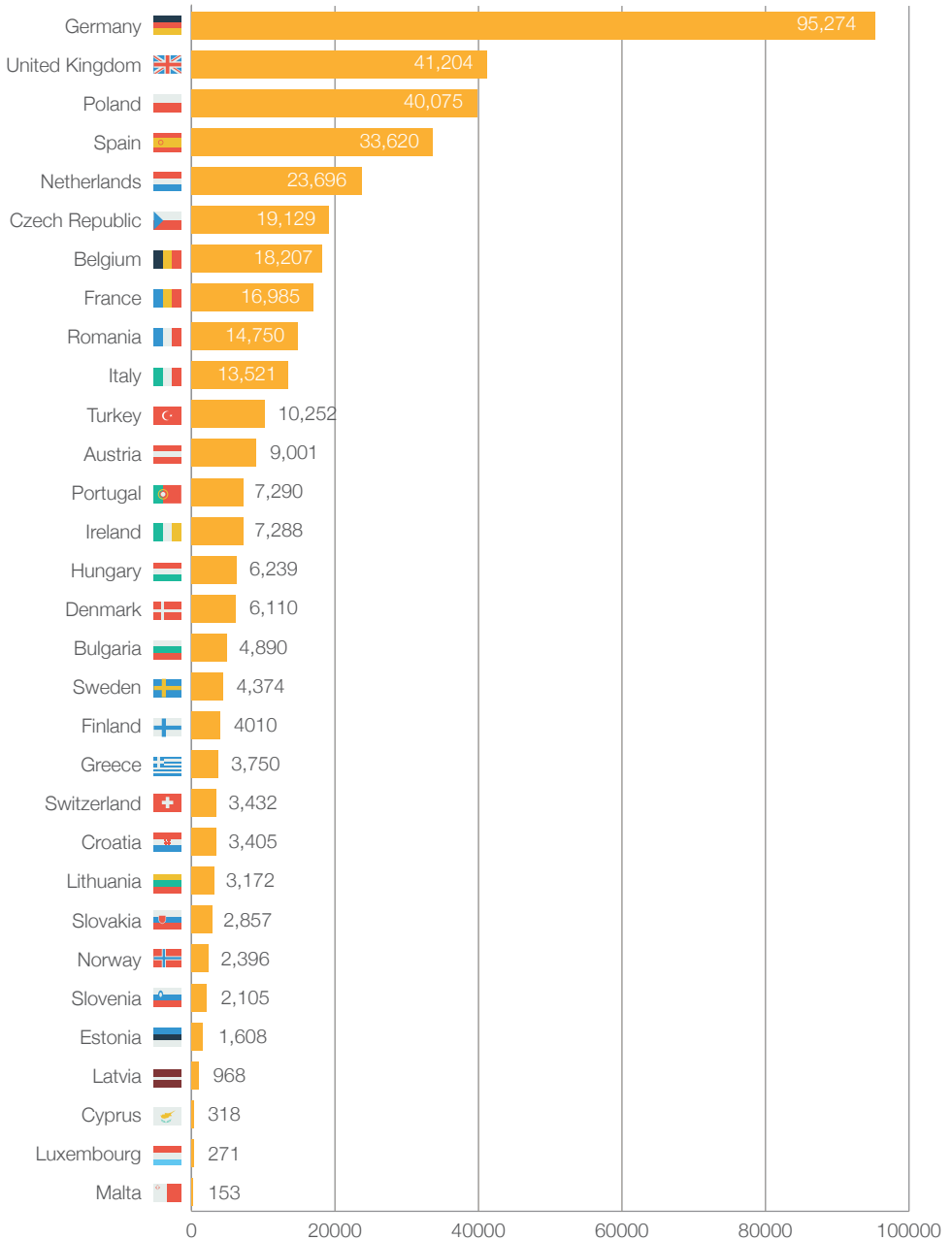
The Brewers are proud to be playing their part in supporting the European economy and providing responsible enjoyment, and this will be continued into 2016.

Demetrio Carceller  
President of The Brewers of Europe

# 3

## BEER PRODUCTION 2014

(in 1,000 hl)





## 3

## BEER PRODUCTION 2009 - 2014

(in 1,000 hl)

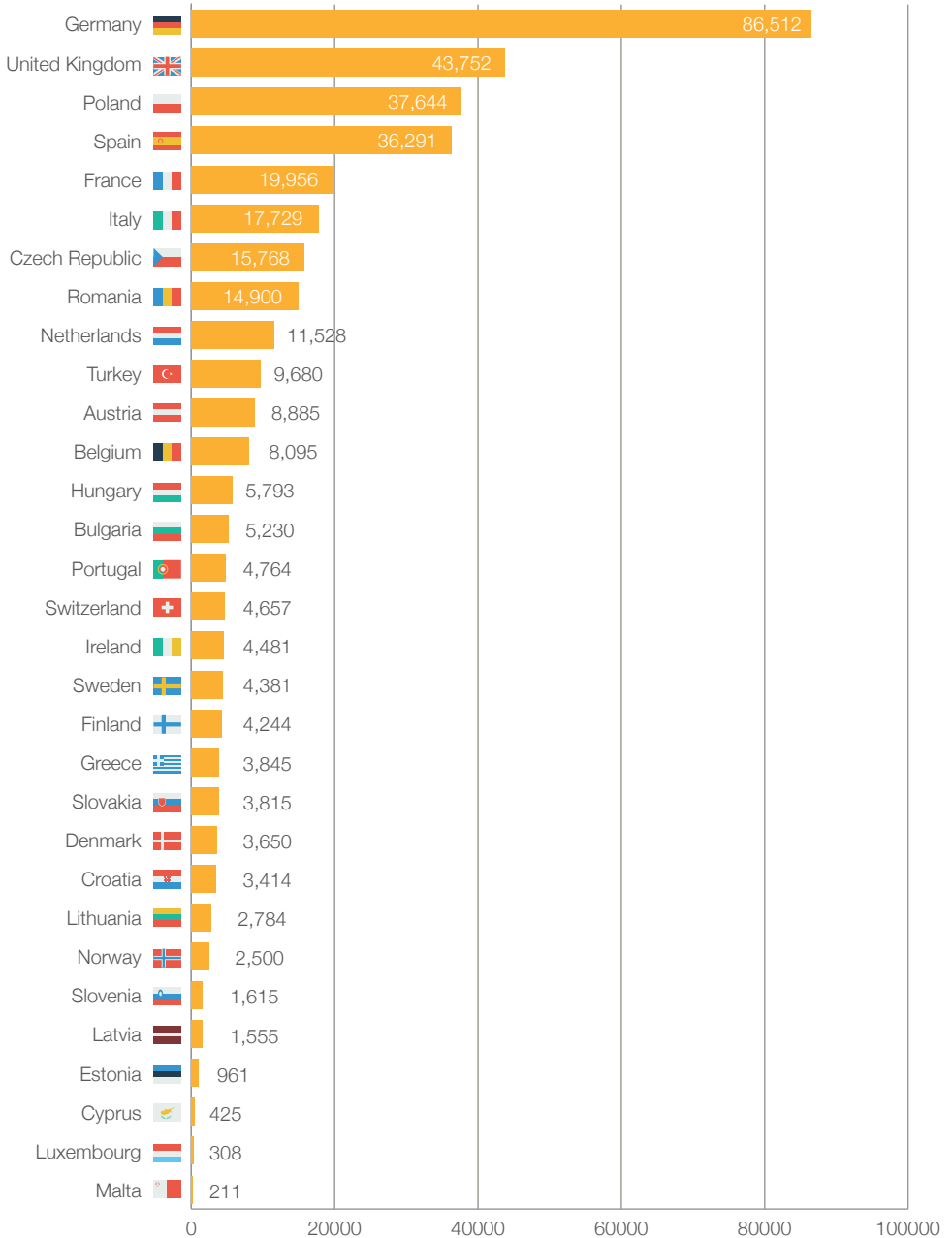
Country	2009	2010	2011	2012	2013	2014
 Austria	8,728	8,670	8,917	8,924	9,045	9,001
 Belgium	18,009	18,122	18,571	18,751	18,132	18,207
 Bulgaria	4,825	4,800	4,820	4,992	5,112	4,890
 Croatia	3,673	3,438	3,738	3,634	3,408	3,405
 Cyprus	356	340	314	329	322	318
 Czech Republic	19,292	17,550	18,043	18,692	18,690	19,129
 Denmark	6,046	6,335	6,590	6,080	6,166	6,110
 Estonia	1,176	1,312	1,360	1,433	1,465	1,608
 Finland	4,491	4,235	4,220	4,030	4,020	4,010
 France	16,326	16,290	16,167	17,132	15,491	16,985
 Germany	98,078	95,683	95,545	94,618	94,365	95,274
 Greece	4,177	3,940	3,700	3,745	3,803	3,750
 Hungary	6,348	6,295	6,249	6,312	6,181	6,239
 Ireland	8,041	8,249	8,514	8,195	8,008	7,288
 Italy	12,776	12,814	13,410	13,293	13,256	13,521
 Latvia	1,357	1,455	1,529	1,405	1,467	968
 Lithuania	2,794	2,925	2,922	2,841	2,886	3,172
 Luxembourg	308	310	302	292	281	271
 Malta	126	130	127	135	143	153
 Netherlands	25,376	24,218	23,644	24,271	23,636	23,696
 Norway	2,512	2,436	2,439	2,310	2,339	2,396
 Poland	36,236	36,647	38,067	39,294	40,001	40,075
 Portugal	7,833	8,312	8,299	7,986	7,323	7,290
 Romania	17,600	16,920	16,900	18,000	16,110	14,750
 Slovakia	3,264	3,112	3,123	3,206	2,883	2,857
 Slovenia	1,978	1,902	1,984	1,819	2,031	2,105
 Spain	33,825	33,375	33,573	33,031	32,692	33,620
 Sweden	4,455	4,349	4,491	4,408	4,314	4,374
 Switzerland	3,555	3,539	3,546	3,515	3,370	3,432
 Turkey	10,219	10,279	10,164	11,013	9,809	10,252
 United Kingdom	45,141	44,997	45,694	42,047	41,956	41,204
<b>Total EU 28</b>	<b>392,636</b>	<b>386,725</b>	<b>390,814</b>	<b>388,895</b>	<b>383,187</b>	<b>384,270</b>
<b>Total All</b>	<b>408,922</b>	<b>402,979</b>	<b>406,963</b>	<b>405,733</b>	<b>398,705</b>	<b>400,350</b>

Source: National brewers' associations

# 4

## BEER CONSUMPTION 2014

(in 1,000 hl)



## 4

# BEER CONSUMPTION 2009 - 2014

(in 1,000 hl)

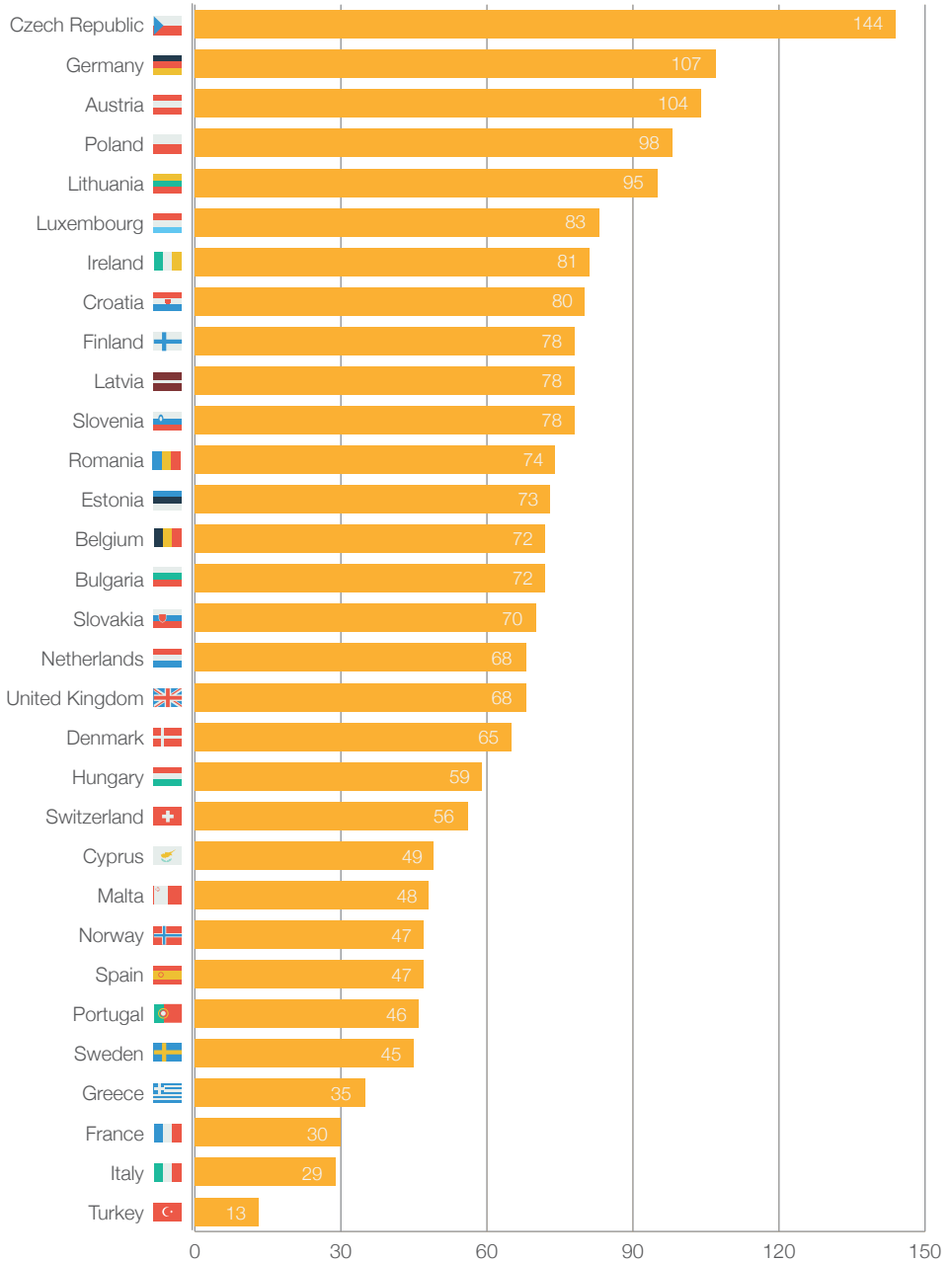
Country	2009	2010	2011	2012	2013	2014
 Austria	8,905	8,878	9,105	9,110	9,005	8,885
 Belgium	8,679	8,439	8,574	8,228	8,092	8,095
 Bulgaria	4,872	4,891	5,100	5,404	5,462	5,230
 Croatia	3,514	3,321	3,547	3,411	3,286	3,414
 Cyprus	483	519	456	471	480	425
 Czech Republic	15,586	15,570	15,503	15,960	15,798	15,768
 Denmark	3,946	3,586	3,654	3,437	3,530	3,650
 Estonia	1,164	1,063	960	930	969	961
 Finland	4,480	4,443	4,551	4,286	4,337	4,244
 France	20,014	19,730	20,000	19,941	19,421	19,956
 Germany	89,853	87,872	87,655	86,279	85,888	86,512
 Greece	4,329	4,092	4,092	3,945	3,916	3,845
 Hungary	6,500	6,100	6,249	5,958	5,704	5,793
 Ireland	4,855	4,814	4,721	4,677	4,328	4,481
 Italy	16,855	17,249	17,715	17,458	17,544	17,729
 Latvia	1,423	1,492	1,626	1,543	1,545	1,555
 Lithuania	2,794	2,925	2,932	2,830	2,760	2,784
 Luxembourg	320	317	325	319	316	308
 Malta	193	196	189	199	202	211
 Netherlands	12,036	11,956	11,974	12,122	11,721	11,528
 Norway	2,750	2,750	2,800	2,400	2,452	2,500
 Poland	34,384	34,484	36,236	37,803	37,388	37,644
 Portugal	6,100	5,900	5,320	4,927	4,937	4,764
 Romania	17,572	17,000	17,000	18,201	16,300	14,900
 Slovakia	4,050	3,609	3,997	4,141	3,874	3,815
 Slovenia	1,712	1,663	1,672	1,520	1,562	1,615
 Spain	35,786	35,199	35,231	35,108	35,212	36,291
 Sweden	4,884	4,894	4,806	4,659	4,373	4,381
 Switzerland	4,480	4,526	4,626	4,623	4,595	4,657
 Turkey	9,235	9,215	9,149	9,988	9,047	9,680
 United Kingdom	46,817	45,873	44,844	42,962	42,422	43,752
<b>Total EU 28</b>	<b>362,107</b>	<b>356,075</b>	<b>358,034</b>	<b>355,829</b>	<b>350,372</b>	<b>352,536</b>
<b>Total All</b>	<b>378,572</b>	<b>372,566</b>	<b>374,609</b>	<b>372,839</b>	<b>366,466</b>	<b>369,373</b>

Source: National brewers' associations

# 5

## BEER CONSUMPTION PER CAPITA 2014





























(in litres)



## 5

# BEER CONSUMPTION PER CAPITA 2009 - 2014

(in litres)

Country	2009	2010	2011	2012	2013	2014
 Austria	107	106	108	108	106	104
 Belgium	81	78	78	74	72	72
 Bulgaria	67	67	69	73	74	72
 Croatia	79	74	86	78	76	80
 Cyprus	51	52	51	55	55	49
 Czech Republic	159	143	142	147	144	144
 Denmark	72	69	68	64	64	65
 Estonia	85	78	72	72	73	73
 Finland	84	83	85	79	80	78
 France	31	31	31	31	30	30
 Germany	110	107	107	108	107	107
 Greece	39	36	35	35	35	35
 Hungary	65	61	60	60	60	59
 Ireland	91	90	86	86	79	81
 Italy	28	29	30	29	29	29
 Latvia	69	70	74	76	78	78
 Lithuania	83	90	96	96	93	95
 Luxembourg	86	85	85	83	83	83
 Malta	47	47	45	48	40	48
 Netherlands	73	72	72	72	70	68
 Norway	54	53	52	49	49	47
 Poland	91	91	95	98	96	98
 Portugal	60	56	50	47	47	46
 Romania	88	87	84	90	81	74
 Slovakia	81	72	74	76	72	70
 Slovenia	89	82	81	74	75	78
 Spain	51	48	48	48	46	47
 Sweden	52	50	51	50	50	45
 Switzerland	57	57	58	57	56	56
 Turkey	13	12	12	13	12	13
 United Kingdom	71	69	67	67	66	68

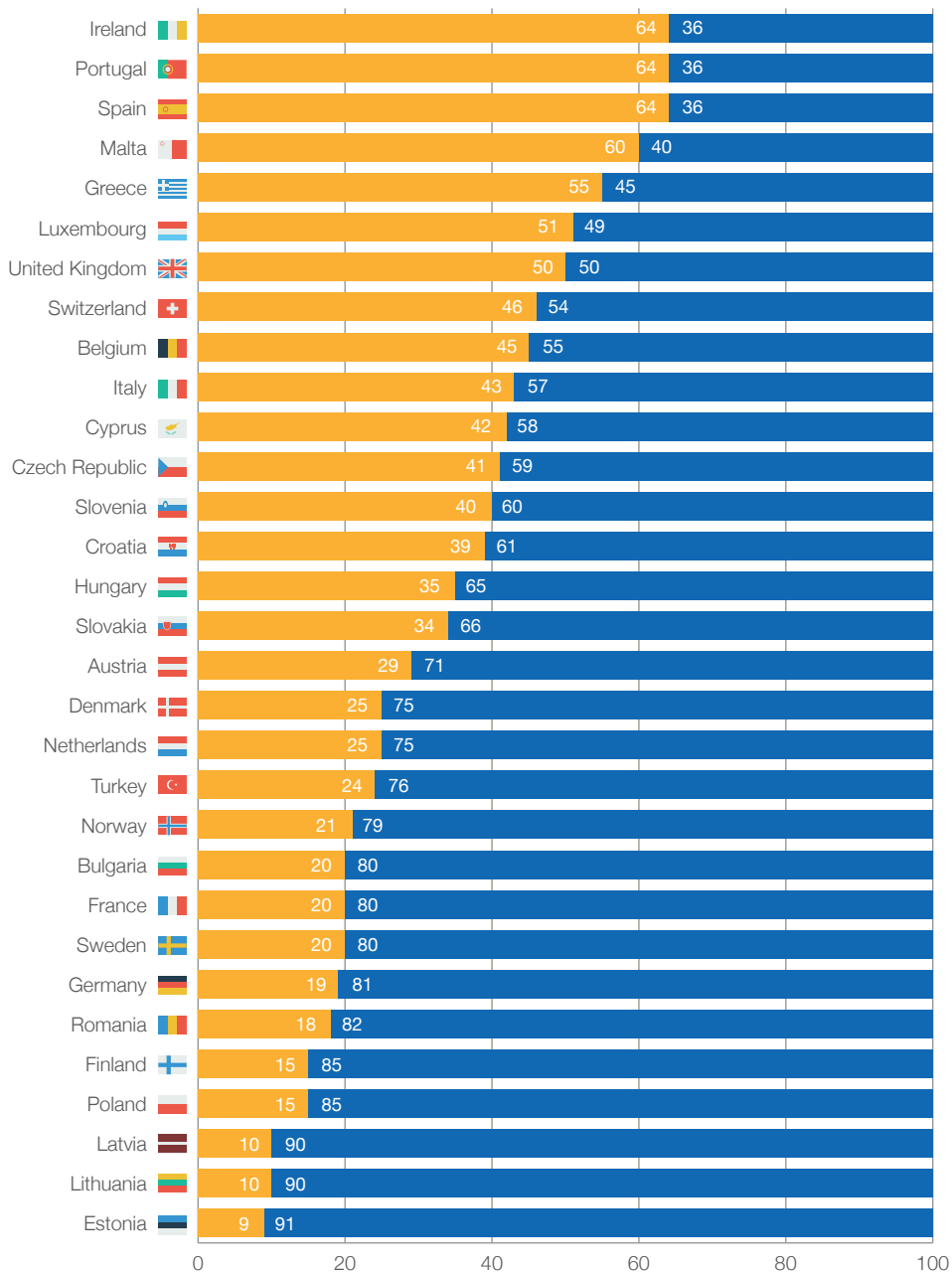
Source: National brewers' associations

# 6

## ON-TRADE / OFF-TRADE 2014

(in %)











On-trade  
Off-trade



## 6

# ON-TRADE / OFF-TRADE 2009 - 2014

(in %)

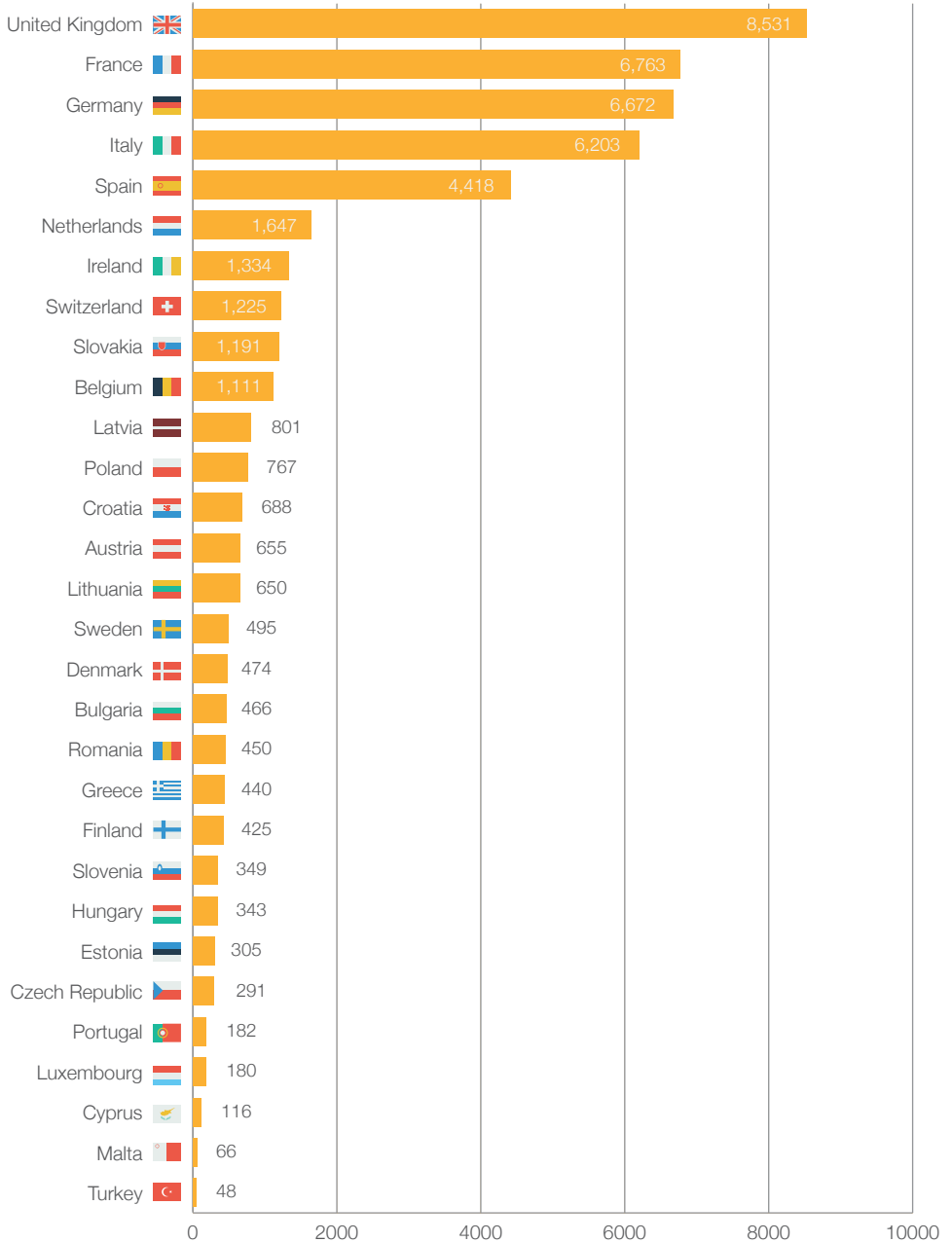
Country	2009		2010		2011		2012		2013		2014	
	On-trade	Off-trade	On-trade	Off-trade	On-trade	Off-trade	On-trade	Off-trade	On-trade	Off-trade	On-trade	Off-trade
 Austria	34	66	33	67	33	67	32	68	32	68	29	71
 Belgium	49	51	48	52	46	54	46	54	45	55	45	55
 Bulgaria	28	72	26	74	26	74	25	75	23	77	20	80
 Croatia	40	60	36	64	37	63	35	65	36	64	39	61
 Cyprus	49	51	48	52	45	55	42	58	40	60	42	58
 Czech Republic	50	50	48	52	48	52	43	57	41	59	41	59
 Denmark	23	77	23	77	23	77	25	75	25	75	25	75
 Estonia	8	92	9	91	N/A	N/A	9	91	9	91	9	91
 Finland	16	84	16	84	15	85	15	85	15	85	15	85
 France	25	75	24	76	22	78	23	77	21	79	20	80
 Germany	27	73	22	78	20	80	19	81	19	81	19	81
 Greece	62	38	62	38	60	40	56	44	56	44	55	45
 Hungary	40	60	38	62	38	62	38	62	35	65	35	65
 Ireland	71	29	66	34	65	36	61	39	64	36	64	36
 Italy	44	56	43	57	42	58	41	59	40	60	43	57
 Latvia	6	94	6	94	8	92	8	92	9	91	10	90
 Lithuania	10	90	9	91	9	91	8	92	8	92	10	90
 Luxembourg	60	40	55	45	55	45	52	48	52	48	51	49
 Malta	60	40	60	40	64	36	62	38	60	40	60	40
 Netherlands	26	74	27	73	26	74	27	73	25	75	25	75
 Norway	25	75	25	75	25	75	25	75	24	76	21	79
 Poland	15	85	15	85	13	87	10	90	10	90	15	85
 Portugal	70	30	69	31	69	31	68	33	63	37	64	36
 Romania	30	70	28	72	25	75	22	78	19	81	18	82
 Slovakia	40	60	40	60	40	60	40	60	40	60	34	66
 Slovenia	40	60	40	60	40	60	40	60	40	60	40	60
 Spain	67	33	66	34	65	35	63	37	62	38	64	36
 Sweden	19	81	19	81	19	81	20	80	20	80	20	80
 Switzerland	50	50	48	52	50	50	50	50	47	53	46	54
 Turkey	22	78	23	77	26	74	26	74	24	76	24	76
 United Kingdom	54	46	52	48	52	48	53	47	51	49	50	50

Source: National brewers' associations

## 7

## TOTAL IMPORTS 2014

(in 1,000 hl)






## 7

## IMPORTS 2009 - 2011

(in 1,000 hl)






























Country	2009		2010		2011	
	Intra-EU	Extra-EU	Intra-EU	Extra-EU	Intra-EU	Extra-EU
 Austria	577	39	569	46	615	59
 Belgium	726	168	727	198	897	197
 Bulgaria	171	36	157	40	255	41
 Croatia	285	85	282	119	454	116
 Cyprus	120	7	169	9	133	9
 Czech Republic	638	2	999	1	583	1
 Denmark	342		373		348	
 Estonia	155	37	367	41	343	53
 Finland	397	22	584	38	546	27
 France	5,943		6,832		6,890	
 Germany	6,424	108	7,334	151	7,591	103
 Greece	466	89	527	101	611	90
 Hungary	816	56	819	46	847	83
 Ireland	N/A		N/A		N/A	
 Italy	5,632	190	6,088	237	6,150	215
 Latvia	200	92	275	114	366	85
 Lithuania	263	30	354	161	422	239
 Luxembourg	185		185		189	
 Malta	77	4	67	4	56	5
 Netherlands	2,043		2,327		2,437	
 Norway	N/A		N/A		N/A	
 Poland	264	90	276	43	419	18
 Portugal	303	3	269	10	252	8
 Romania	181	4	227	3	320	12
 Slovakia	905	1	912	0	1,025	1
 Slovenia	289	11	261	10	224	10
 Spain	2,447	195	2,507	220	2,487	158
 Sweden	466		459		467	
 Switzerland	926		988		1,080	
 Turkey	4		14		43	
 United Kingdom	6,692	1,043	6,945	1,110	7,440	953
<b>Total EU 28</b>	<b>39,320</b>		<b>43,593</b>		<b>44,842</b>	
<b>Total All</b>	<b>40,249</b>		<b>44,595</b>		<b>45,965</b>	

Source: National brewers' associations

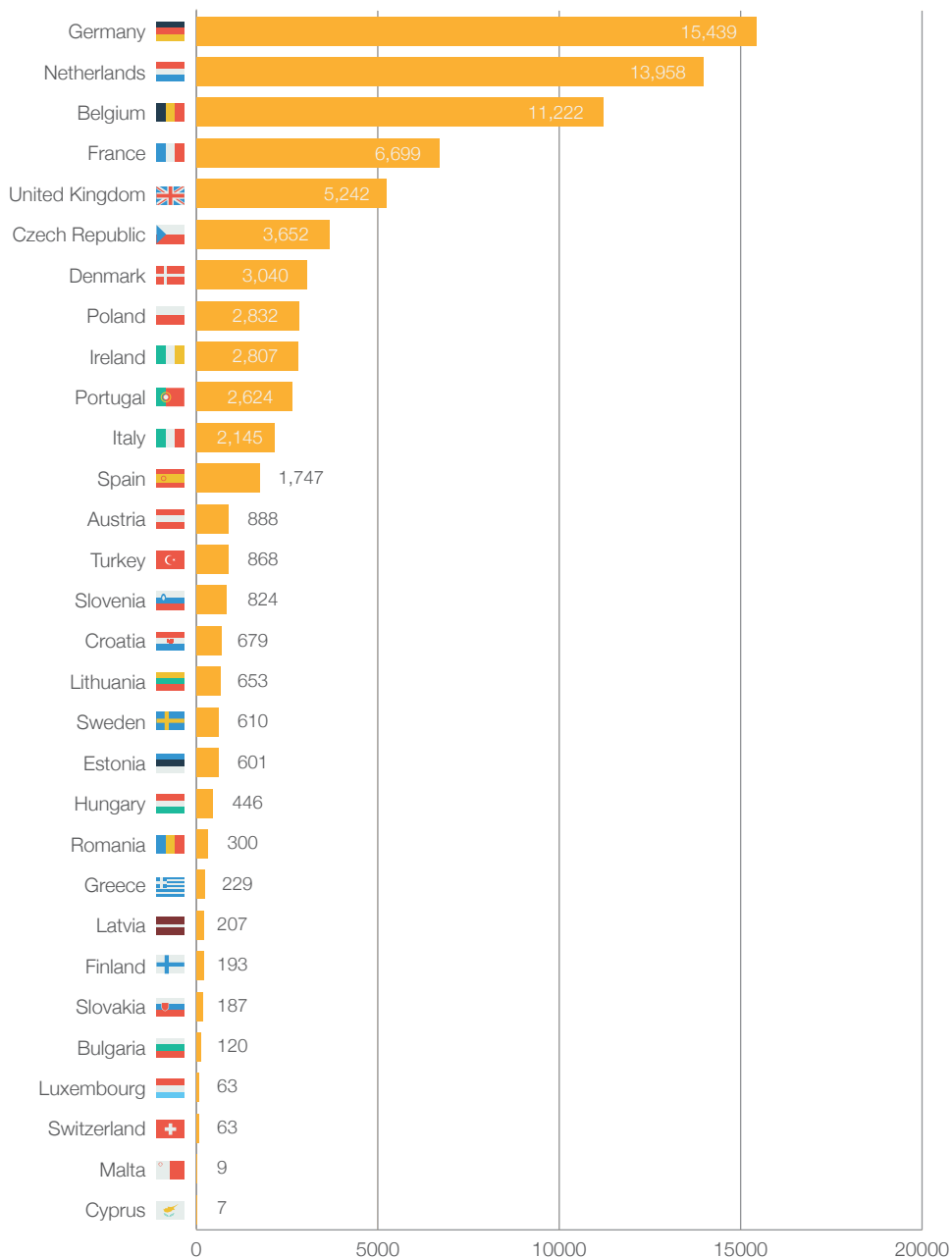
## 7

## IMPORTS 2012 - 2014

(in 1,000 hl)

Country	2012		2013		2014	
	Intra-EU	Extra-EU	Intra-EU	Extra-EU	Intra-EU	Extra-EU
 Austria	589	91	535	84	590	65
 Belgium	992	171	984	44	1,001	110
 Bulgaria	342	82	355	73	367	99
 Croatia	347	91	352	87	547	141
 Cyprus	132	10	147	11	107	9
 Czech Republic	511	1	493	5	286	5
 Denmark	296		373	42	474	
 Estonia	378	43	391		305	
 Finland	477	31	491	39	391	34
 France	7,484		5,984	212	6,526	237
 Germany	7,186	93	6,213	93	6,571	101
 Greece	548	107	494	81	406	34
 Hungary	848	99	206		343	
 Ireland	1,605		1,264		1,334	
 Italy	5,905	250	5,998	217	5,970	233
 Latvia	416	65	443	78	801	N/A
 Lithuania	453	265	460	275	650	
 Luxembourg	192		180		180	
 Malta	62	2	62	2	60	6
 Netherlands	2,759		2,058		1,647	
 Norway	N/A		N/A		N/A	
 Poland	608	29	542		737	30
 Portugal	296	8	133	0	182	0
 Romania	408	20	522	17	430	20
 Slovakia	1,101	6	1,157		1,191	
 Slovenia	243	10	250	10	337	12
 Spain	3,130	186	3,742	145	4,267	151
 Sweden	477		502	0	495	0
 Switzerland	1,108		1,174	51	1,172	53
 Turkey	32		29		48	
 United Kingdom	8,003	794	8,117	659	7,822	709
<b>Total EU 28</b>	<b>48,243</b>		<b>44,622</b>		<b>46,013</b>	
<b>Total All</b>	<b>49,383</b>		<b>45,876</b>		<b>47,286</b>	












Source: National brewers' associations



## 8

## EXPORTS 2009 - 2011

(in 1,000 hl)

Country	2009		2010		2011	
	Intra-EU	Extra-EU	Intra-EU	Extra-EU	Intra-EU	Extra-EU
 Austria	551	117	558	138	567	146
 Belgium	8,007	2,217	8,587	2,021	8,729	2,362
 Bulgaria	42	18	42	28	78	33
 Croatia	51	494	44	475	60	565
 Cyprus	4	0	5	1	5	1
 Czech Republic	3,008	445	2,744	490	2,626	499
 Denmark	3,840		3,120		3,370	
 Estonia	260	2	443	5	456	24
 Finland	129	42	158	47	124	50
 France	2,200		2,986		4,012	
 Germany	11,092	2,954	11,317	3,844	11,778	4,208
 Greece	70	272	79	242	87	238
 Hungary	267	6	369	5	466	25
 Ireland	N/A		N/A		N/A	
 Italy	1,135	608	1,384	524	1,549	546
 Latvia	109	11	217	20	318	36
 Lithuania	139	25	271	36	372	50
 Luxembourg	73		72		75	
 Malta	4	0	5	2	5	3
 Netherlands	15,383		14,105		13,940	
 Norway	N/A		N/A		N/A	
 Poland	1,447	179	1,707	208	1,818	192
 Portugal	422	1,497	518	1,856	842	2,145
 Romania	150	26	98	40	138	59
 Slovakia	2	13	263	8	129	6
 Slovenia	389	90	394	76	394	69
 Spain	372	309	488	415	459	530
 Sweden	472		526		514	
 Switzerland	53		57		79	
 Turkey	988		1,077		951	
 United Kingdom	2,745	2,003	2,585	1,998	2,447	2,081
<b>Total EU 28</b>	<b>63,691</b>		<b>65,565</b>		<b>69,227</b>	
<b>Total All</b>	<b>64,732</b>		<b>66,699</b>		<b>70,257</b>	

Source: National brewers' associations

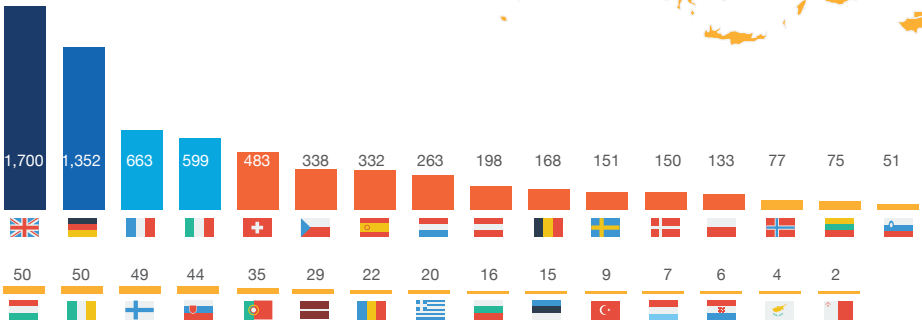
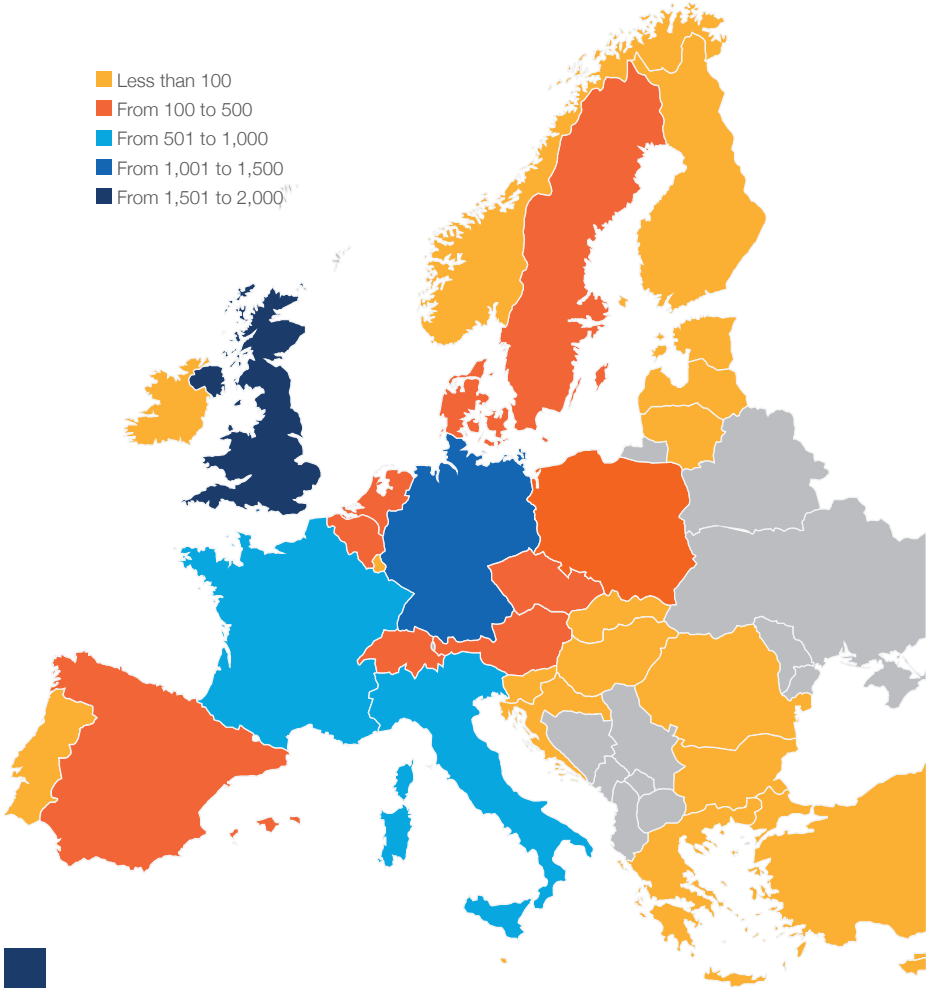
Country	2012		2013		2014	
	Intra-EU	Extra-EU	Intra-EU	Extra-EU	Intra-EU	Extra-EU
Austria	551	155	578	245	744	144
Belgium	9,085	2,601	8,247	2,827	7,906	3,316
Bulgaria	71	22	51	27	50	70
Croatia	81	564	54	501	140	539
Cyprus	4	1	5	2	5	2
Czech Republic	2,508	544	2,783	609	3,026	626
Denmark	2,930		2,646	373	3,040	
Estonia	528	26	495		601	
Finland	171	50	144	47	157	36
France	5,146		4,441	662	5,930	769
Germany	11,255	4,442	10,342	4,749	10,121	5,318
Greece	110	299	148	215	67	162
Hungary	352	30	480		446	
Ireland	3,518		3,988		2,807	
Italy	1,315	675	1,290	602	1,671	474
Latvia	291	46	363	68	181	26
Lithuania	407	77	430	80	653	
Luxembourg	77		65		63	
Malta	4	3	6	2	7	2
Netherlands	14,727		3,656	10,526	3,364	10,594
Norway	N/A		N/A		N/A	
Poland	2,016	211	2,541		2,571	261
Portugal	860	2,370	809	1,699	776	1,848
Romania	162	65	277	121	253	47
Slovakia	164	7	290		187	
Slovenia	425	95	560	160	656	168
Spain	453	785	495	871	719	1,028
Sweden	528		500	99	500	110
Switzerland	80		52	1	59	4
Turkey	1,056		1,048		868	
United Kingdom	3,810	2,043	4,469	2,080	3,399	1,843
<b>Total EU 28</b>	<b>76,659</b>		<b>76,718</b>		<b>77,423</b>	
<b>Total All</b>	<b>77,795</b>		<b>77,819</b>		<b>78,354</b>	

Source: National brewers' associations

# 9
































## NUMBER OF ACTIVE BREWERIES 2014

- Less than 100
- From 100 to 500
- From 501 to 1,000
- From 1,001 to 1,500
- From 1,501 to 2,000<sup>1)</sup>



## 9

NUMBER OF ACTIVE BREWERIES  
2009 - 2014

Country	2009	2010	2011	2012	2013	2014
 Austria	172	172	170	173	194	198
 Belgium	127	135	123	150	160	168
 Bulgaria	8	8	13	13	13	16
 Croatia	7	7	7	6	6	6
 Cyprus	2	2	2	2	2	4
 Czech Republic	133	151	191	213	308	338
 Denmark	N/A	N/A	150	150	150	150
 Estonia	6	6	6	7	10	15
 Finland	18	25	25	30	43	49
 France	322	387	442	503	580	663
 Germany	1,331	1,333	1,347	1,340	1,349	1,352
 Greece	11	11	17	18	20	20
 Hungary	N/A	N/A	24	50	50	50
 Ireland	26	26	26	26	30	50
 Italy	256	308	350	421	509	599
 Latvia	17	15	16	16	25	29
 Lithuania	49	41	73	73	73	75
 Luxembourg	6	7	7	7	7	7
 Malta	1	1	1	1	1	2
 Netherlands	N/A	N/A	125	165	N/A	263
 Norway	22	30	33	40	54	77
 Poland	89	103	117	132	155	133
 Portugal	7	7	9	10	18	35
 Romania	21	18	17	17	18	22
 Slovakia	15	19	25	30	38	44
 Slovenia	22	22	N/A	N/A	30	51
 Spain	47	65	88	132	221	332
 Sweden	30	45	65	75	100	151
 Switzerland	280	328	360	375	409	483
 Turkey	11	11	11	11	12	9
 United Kingdom	745	828	948	1,300	1,490	1,700
<b>Total EU 28</b>	<b>3,468</b>	<b>3,742</b>	<b>4,384</b>	<b>5,060</b>	<b>5,600</b>	<b>6,522</b>
<b>Total All</b>	<b>3,781</b>	<b>4,111</b>	<b>4,788</b>	<b>5,486</b>	<b>6,075</b>	<b>7,091</b>

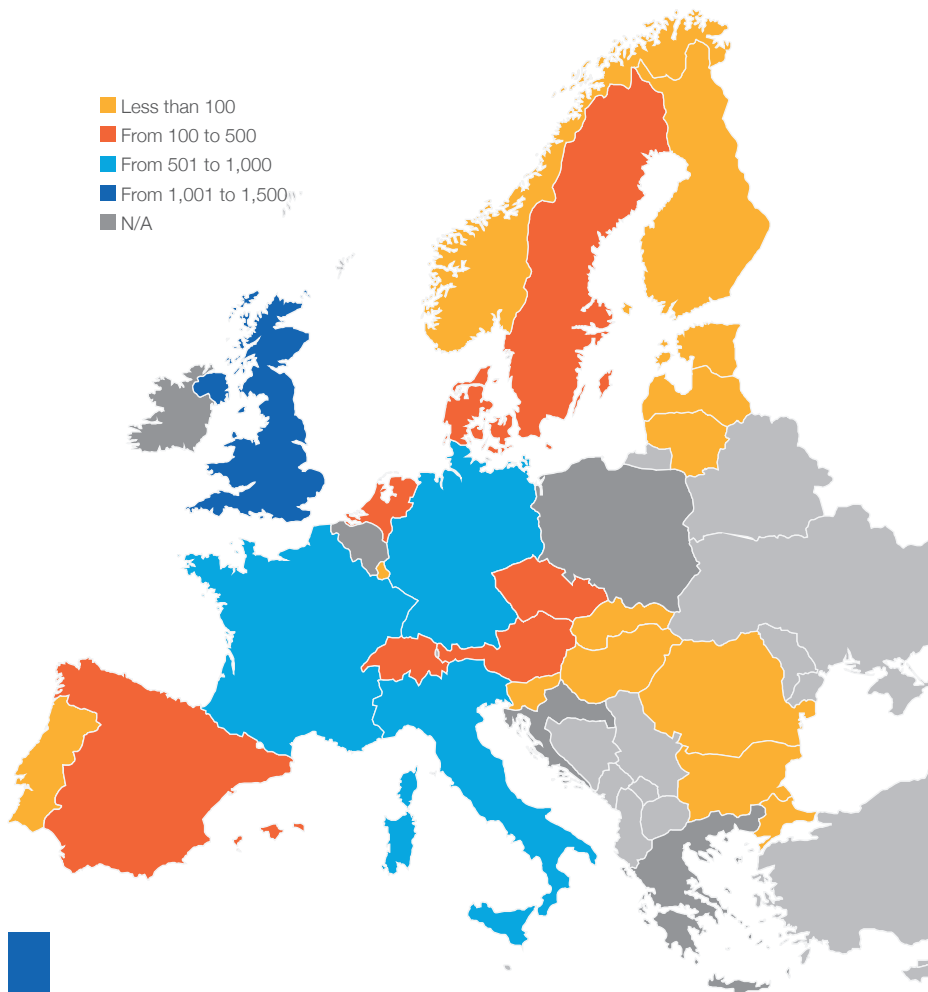
Source: National brewers' associations

# 10

## MICROBREWERIES 2014

Microbrewery equals annual production up to 1000hl
































- Less than 100
- From 100 to 500
- From 501 to 1,000
- From 1,001 to 1,500
- N/A





## 10

MICROBREWERIES  
2009 - 2014

Country	2009	2010	2011	2012	2013	2014
 Austria	103	101	97	92	109	109
 Belgium	N/A	N/A	N/A	N/A	N/A	N/A
 Bulgaria	3	4	5	5	5	6
 Croatia	N/A	N/A	N/A	N/A	N/A	N/A
 Cyprus	N/A	N/A	N/A	N/A	N/A	2
 Czech Republic	51	65	90	20	207	238
 Denmark	N/A	N/A	N/A	N/A	115	115
 Estonia	3	3	3	4	7	12
 Finland	14	22	22	27	22	25
 France	263	322	373	293	504	566
 Germany	628	646	659	665	668	677
 Greece	N/A	N/A	N/A	N/A	N/A	N/A
 Hungary	N/A	N/A	20	46	46	46
 Ireland	N/A	N/A	N/A	N/A	N/A	N/A
 Italy	242	294	336	407	491	505
 Latvia	N/A	N/A	N/A	N/A	20	26
 Lithuania	N/A	N/A	N/A	N/A	30	32
 Luxembourg	3	4	4	2	2	3
 Malta	0	0	0	0	0	0
 Netherlands	N/A	N/A	N/A	N/A	N/A	222
 Norway	13	21	24	31	44	65
 Poland	42	55	N/A	50	N/A	N/A
 Portugal	0	0	1	3	12	30
 Romania	0	0	2	2	3	7
 Slovakia	9	14	20	26	33	39
 Slovenia	20	20	20	28	28	49
 Spain	27	46	70	114	203	314
 Sweden	21	33	50	60	70	22
 Switzerland	232	280	313	328	363	440
 Turkey	5	5	5	5	3	0
 United Kingdom	694	778	898	1250	1,440	1,414
<b>Total EU 28</b>	<b>2,123</b>	<b>2,407</b>	<b>2,670</b>	<b>3,094</b>	<b>4,015</b>	<b>4,459</b>
<b>Total All</b>	<b>2,373</b>	<b>2,713</b>	<b>3,012</b>	<b>3,458</b>	<b>4,425</b>	<b>5,964</b>

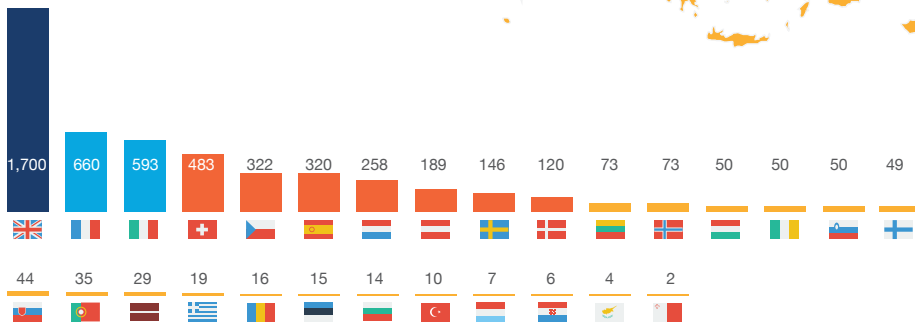
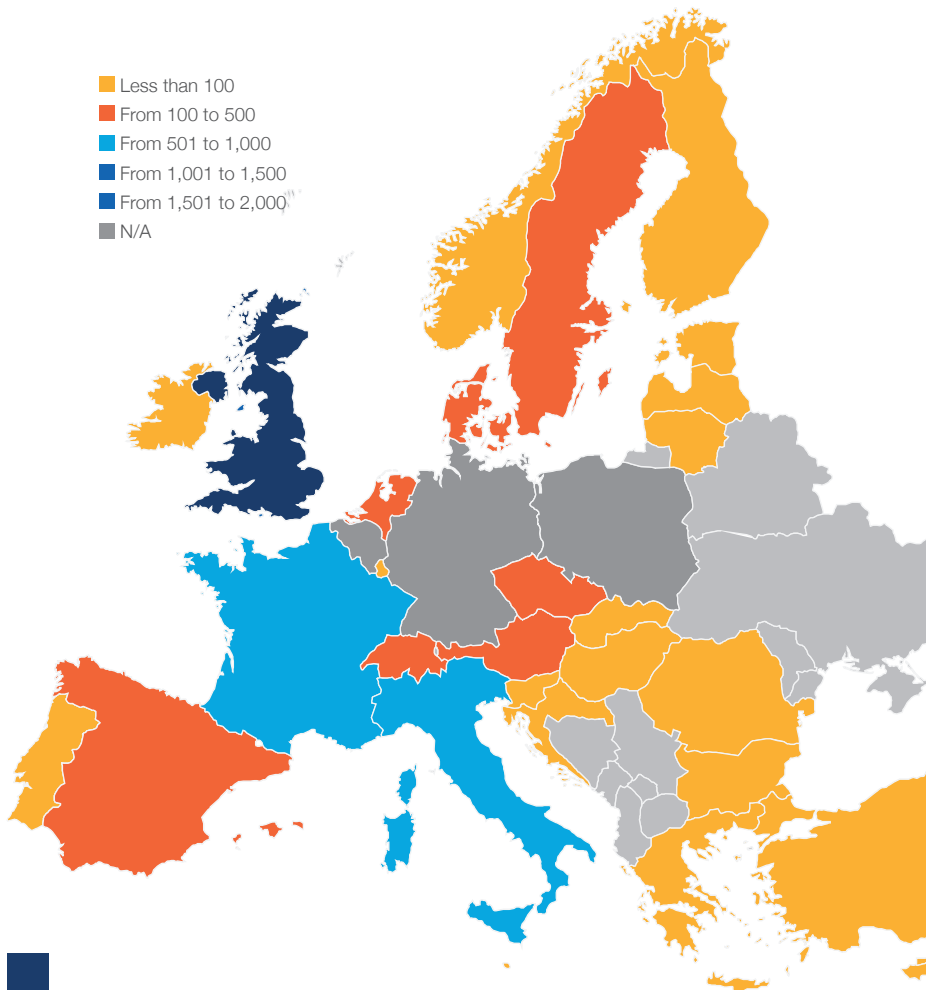
\* For the purposes of comparability across countries, a microbrewery is here defined as a brewery with yearly production up to 1000 hectolitre

Source: National brewers' associations
































# 11

## NUMBER OF ACTIVE BREWING COMPANIES 2014

- Less than 100
- From 100 to 500
- From 501 to 1,000
- From 1,001 to 1,500
- From 1,501 to 2,000<sup>1)</sup>
- N/A



# NUMBER OF ACTIVE BREWING COMPANIES 2009 - 2014

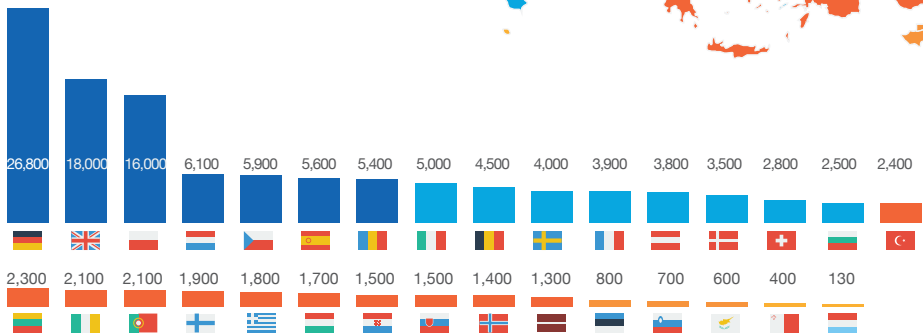
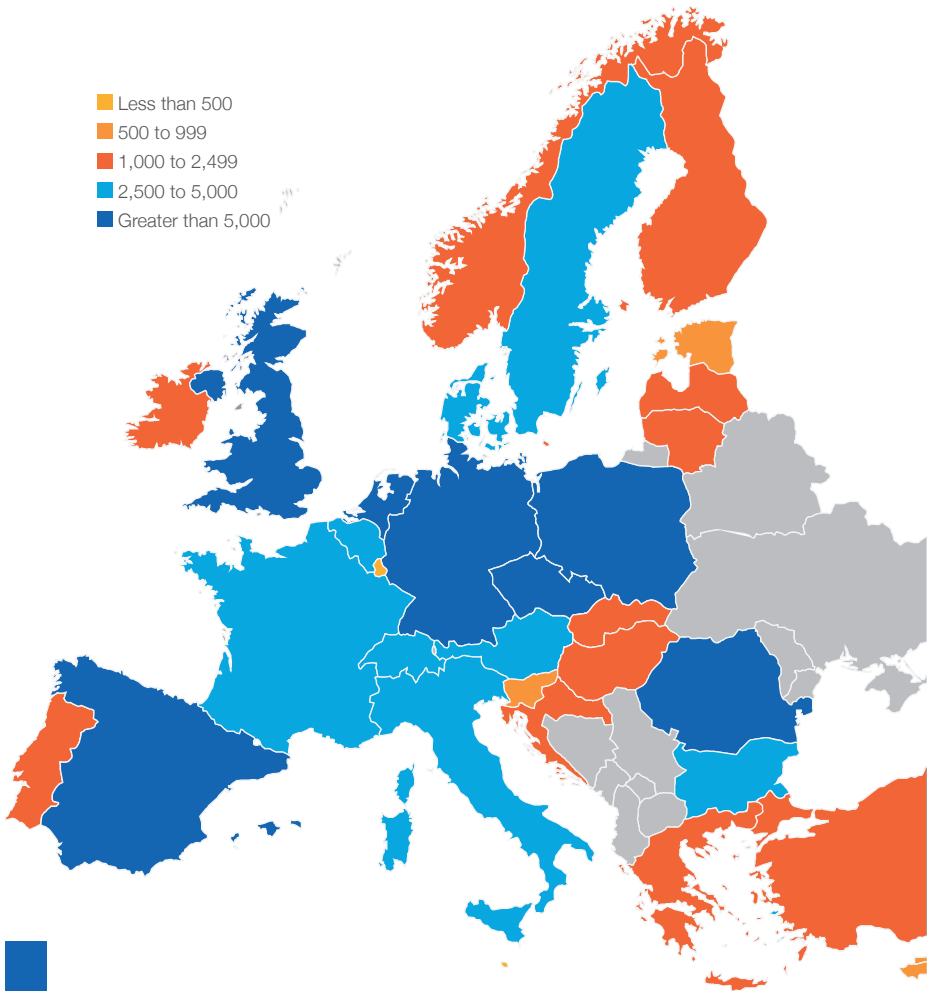
Country	2009	2010	2011	2012	2013	2014
 Austria	163	163	161	164	185	189
 Belgium	N/A	N/A	N/A	60	N/A	N/A
 Bulgaria	9	10	11	11	11	14
 Croatia	7	7	7	6	6	6
 Cyprus	2	2	2	2	2	4
 Czech Republic	116	135	177	197	289	322
 Denmark	120	120	120	120	120	120
 Estonia	6	6	6	7	10	15
 Finland	18	25	25	30	43	49
 France	320	385	440	501	577	660
 Germany	N/A	N/A	N/A	N/A	N/A	N/A
 Greece	9	9	15	16	19	19
 Hungary	N/A	N/A	24	50	50	50
 Ireland	24	24	24	24	30	50
 Italy	250	302	344	415	503	593
 Latvia	17	15	16	16	25	29
 Lithuania	48	42	73	73	71	73
 Luxembourg	6	7	7	6	6	7
 Malta	1	1	1	1	1	2
 Netherlands	N/A	N/A	120	160	185	258
 Norway	19	27	30	37	50	73
 Poland	N/A	69	N/A	87	N/A	N/A
 Portugal	6	6	7	9	17	35
 Romania	13	13	12	12	12	16
 Slovakia	15	19	25	30	38	44
 Slovenia	22	22	22	30	30	50
 Spain	33	52	76	120	209	320
 Sweden	30	45	66	75	100	151
 Switzerland	277	325	358	373	407	483
 Turkey	7	7	7	7	8	10
 United Kingdom	733	817	937	1289	1,479	1,700
<b>Total EU 28</b>	<b>1,968</b>	<b>2,296</b>	<b>2,718</b>	<b>3,511</b>	<b>4,018</b>	<b>4,771</b>
<b>Total All</b>	<b>2,271</b>	<b>2,655</b>	<b>3,113</b>	<b>3,928</b>	<b>4,483</b>	<b>5,337</b>

Source: National brewers' associations

# 12

## DIRECT EMPLOYMENT 2014

- Less than 500
- 500 to 999
- 1,000 to 2,499
- 2,500 to 5,000
- Greater than 5,000



## 12

DIRECT EMPLOYMENT  
2009 - 2014

Country	2009	2010	2011	2012	2013	2014
 Austria	N/A	3,900	3,800	3,800	3,800	3,800
 Belgium	N/A	5,100	5,000	4,500	4,500	4,500
 Bulgaria	3,100	2,800	2,900	2,500	2,500	2,500
 Croatia	1,700	1,600	1,600	1,600	1,600	1,500
 Cyprus	800	800	700	600	600	600
 Czech Republic	6,300	7,000	6,800	7,000	5,800	5,900
 Denmark	N/A	3,900	N/A	3,500	3,500	3,500
 Estonia	700	600	700	700	700	800
 Finland	2,400	2,300	2,300	2,100	2,000	1,900
 France	N/A	3,700	3,600	3,900	N/A	3,900
 Germany	28,400	27,600	27,400	26,900	26,800	26,800
 Greece	1,900	1,900	1,900	1,800	1,800	1,800
 Hungary	2,000	2,000	1,700	1,600	1,700	1,700
 Ireland	1,600	1,400	1,600	1,500	2,000	2,100
 Italy	2,300	4,000	4,500	4,700	4,800	5,000
 Latvia	N/A	1,100	N/A	1,100	1,200	1,300
 Lithuania	2,000	2,000	2,000	2,000	2,000	2,300
 Luxembourg	N/A	N/A	130	130	130	130
 Malta	N/A	500	300	400	400	400
 Netherlands	6,800	6,800	6,800	6,300	6,000	6,100
 Norway	N/A	2,600	2,500	2,200	1,400	1,400
 Poland	N/A	15,000	N/A	16,000	16,000	16,000
 Portugal	1,500	1,500	1,500	1,400	1,500	2,100
 Romania	6,700	4,200	5,900	5,900	5,700	5,400
 Slovakia	1,900	1,800	1,700	1,700	1,600	1,500
 Slovenia	700	700	700	700	700	700
 Spain	6,800	6,800	6,000	6,000	5,600	5,600
 Sweden	3,600	4,000	4,000	4,100	4,000	4,000
 Switzerland	2,300	2,300	2,800	2,800	2,800	2,800
 Turkey	2,300	2,400	2,300	2,400	2,800	2,400
 United Kingdom	N/A	15,000	14,000	13,500	18,000	18,000

Rounded to units of 100

Source: National brewers' associations

Country	Glass bottles		PET bottles		Metal cans	Others
	Returnable	Non-returnable	Returnable	Non-returnable		
 Austria	3,914	745	0	0	2,359	2,198
 Belgium	3,841	122	0	0	1,972	2,161
 Bulgaria	1,203		0	3,086	680	261
 Croatia	2,031	58	0	743	269	118
 Cyprus	N/A	N/A	N/A	N/A	N/A	N/A
 Czech Republic	8,088		1,986		1,287	7,768
 Denmark	1,500	400	0	0	1,800	350
 Estonia	N/A	N/A	N/A	N/A	N/A	N/A
 Finland	310	130	0	0	3,080	476
 France	327	9,734	0	0	4,070	2,853
 Germany	61,252	741	0	5,383	2,303	541
 Greece	1,635	277	0	0	1,301	536
 Hungary	1,711	22	294		3,138	569
 Ireland	N/A	N/A	N/A	N/A	N/A	N/A
 Italy	865	9,257	0	0	1,097	1,795
 Latvia	N/A	N/A	N/A	N/A	N/A	N/A
 Lithuania	474	N/A	N/A	N/A	N/A	N/A
 Luxembourg	55	31	0	0	45	140
 Malta	49	1	0	0	76	22
 Netherlands*	5,006	357	0	0	2,662	2,519
 Norway	267	48	0	0	1,687	348
 Poland	N/A	N/A	N/A	N/A	N/A	N/A
 Portugal	N/A	N/A	N/A	N/A	N/A	N/A
 Romania	4,172	268	N/A	7,480	2,429	551
 Slovakia	774	0	0	432	868	807
 Slovenia	510	15	0	5	650	97
 Spain	6,289	8,321	0	0	12,825	9,275
 Sweden	256	557	85	0	2,802	274
 Switzerland	735	802	Very small	Very small	863	1,032
 Turkey	N/A	N/A	N/A	N/A	N/A	N/A
 United Kingdom	9,264	0	40	0	15,164	20,274

Source: National brewers' associations

\* Only production of members Dutch Brewers association

**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.

**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

The data for the 2015 edition were mainly collated via the national brewers' associations through surveys carried out by The Brewers of Europe from 2010 until 2015.

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

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

# 16

## ACKNOWLEDGEMENTS

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

We thank 2B.COM sprl for the document's design and support.

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 with those submitted by the national associations and those 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

Beer statistics 2015 edition

Editor: Marlies Van de Walle  
October 2015

ISBN 978-2-9601382-5-2  
EAN 9782960138252





The Brewers of Europe

Rue Caroly 23 - 25  
B - 1050 Brussels  
Belgium

Phone: +32 2 5511810  
[info@brewersofeurope.org](mailto:info@brewersofeurope.org)  
[www.brewersofeurope.org](http://www.brewersofeurope.org)