

**NEWS from Canadean**

**Global Beer Consumption to Top 2 Billion Hectolitres By 2013**

**And By 2015 1 In Every 4 Beers Will Be Consumed In China**

According to Canadean’s latest *Global Beer Trends* report, global beer consumption will top 2 billion hectolitres by 2013. Although beer consumption has been affected by the global economic crisis, at a global level growth is still relatively robust, with Canadean predicting an average growth rate of 2.8% between 2009 and 2015.

**Global Beer Consumption Forecast Growth by Region, 2009 - 2015**

Region	CAGR* 2009-2015
Africa	5.0%
Asia	5.0%
Australasia	1.0%
East Europe	1.5%
Latin America	3.0%
Middle East/North Africa	5.5%
North America	0.5%
West Europe	0.0%
<b>TOTAL</b>	<b>3.0%</b>

\*compound annual growth rate, rounded up to the nearest 0.5

**Source: Canadean Beer Service**

However this global headline figure masks significant differences at a regional level. In Asia, beer consumption is predicted to grow by 5% (CAGR\*) between 2009 and 2015. The African beer market is also predicted to grow by 5% (CAGR) with Latin America expected to

deliver a CAGR of just over 3% and the Middle East a CAGR of 5.5% over the same period. In contrast, the East European market is only expected to grow by 1.5% (CAGR), whilst beer consumption in North America is forecast to deliver a CAGR of just 0.5% and Western Europe is expected to register a marginal decline.

The strong performance of the Asian beer market means that the region is forecast to account for 38% of total beer consumption by 2015. The Asian market is of course dominated by China, and Canadean predicts that in 2015 China **alone** will account for over a quarter of all beer consumption worldwide. The Chinese beer market is forecast to reach 573 mhl by the end of the forecast period, over twice the size of the USA, the second largest beer market in the world.

Canadean's **Global Beer Trends** data also reveals that Kazakhstan, Vietnam, Angola and India are all predicted to register double digit annual growth between 2009 and 2015. Indeed the Vietnamese market is forecast to deliver over 8% of total incremental global beer volume between 2009 and 2015. Germany, Netherlands, Canada, France and the UK are all expected to continue to decline and in West Europe only Finland, Italy, Norway, Portugal and Spain are expected to see any growth.

The Russian beer market was hit harder than most by the economic crisis, the fall in consumer confidence caused by the global economic downturn being exacerbated by a tripling of the beer excise duty. This market was one of the star performers before the crisis, with a CAGR of over 11% between 1999 and 2008. However, 2009 saw a fall of nearly 4%, which was compounded by a further fall of 7% in 2010. Canadean predicts that the Russian beer market will return to growth, but not at anything like the pre-crisis levels. For the period 2011 to 2015, assuming no further rise in excise duty, or legislative restrictions on beer sales, Canadean predicts a CAGR of just under 4%.

Canadean's **Global Beer Trends** report also includes a ranking of the world's leading brewers. This shows that the four largest brewing groups (A-BInBev, SABMiller, Heineken and Carlsberg) now account for a combined share of 42% of all beer sold

worldwide. A wealth of further data on the operations of the world's leading brewing groups can be found in Canadean's **Global Brewer Analyser** which details each brewer's operations on a market by market basis, showing not only where brewers derive volume, but also whether they operate via owned subsidiaries, through licensed brewing, or through exports.

Overall, Canadean sees global beer market growth slowing slightly, but with average global per capita consumption forecast at just 30 litres per capita in 2015, there is still plenty of potential for further growth.

For further details on Canadean's 2010 [Global Beer Trends](#) or [Global Brewer Analyser](#) reports please contact Kevin Baker on tel: +44 (0)1256 394 220, email [beer@canadean.com](mailto:beer@canadean.com) or visit [www.canadean.com](http://www.canadean.com).

*\*compound annual growth rate*

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**Editor's Note:**

Canadean is the beverage industry information specialist, providing market research, reports, databases and consulting on the global beverage and beverage packaging industries.

With headquarters in the UK and regional offices around the world, Canadean has built a reputation as the benchmark for global beverage market intelligence. Local operations are now based in Madrid, Buenos Aires, Mexico City, Hong Kong, Beijing and Shanghai.

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