



BEER SERVES EUROPE

LET'S TREAT IT RIGHT!

Beer has been a part of Europe's cultural and economic fabric for centuries, weaving together tradition, innovation and community spirit. As we look to the future, beer's contribution to Europe economy and society remains significant, promising **choice, responsibility, economic growth, sustainable production** and of course **delicious beverages**, but **policy support is needed!**



THE BREWERS OF EUROPE

BREWERS ARE MEETING THE CHALLENGES

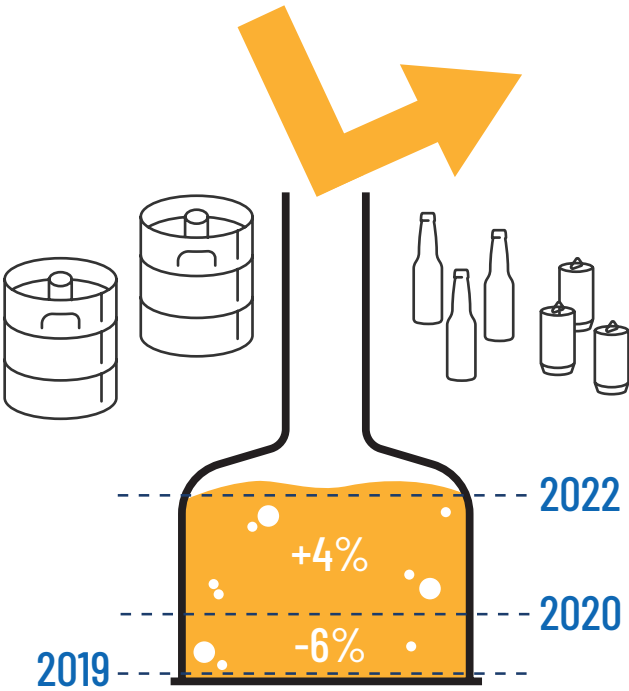
From the COVID19 pandemic to the war in Ukraine, the sector and its supply chain have been hit from hops to hospitality. But through innovation and resilience, the Brewing sector is recovering and ready to grow, given the right support.

BREWERS ARE HUGE CONTRIBUTORS TO THE ECONOMY

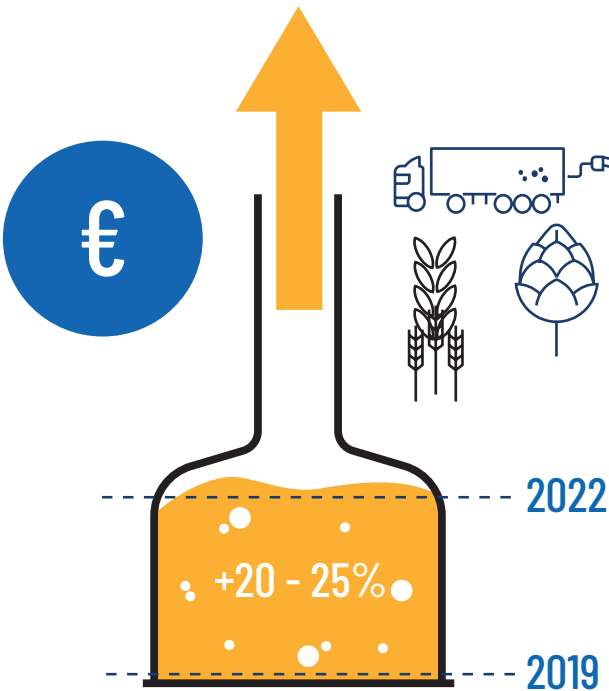
2 MILLION JOBS FROM GRAIN TO GLASS

Brewers across Europe create jobs and wealth at the centre of local communities, driving sustainable growth. At the same time, from grain to glass, Brewers' mission is to have a positive impact on society, people and the planet.

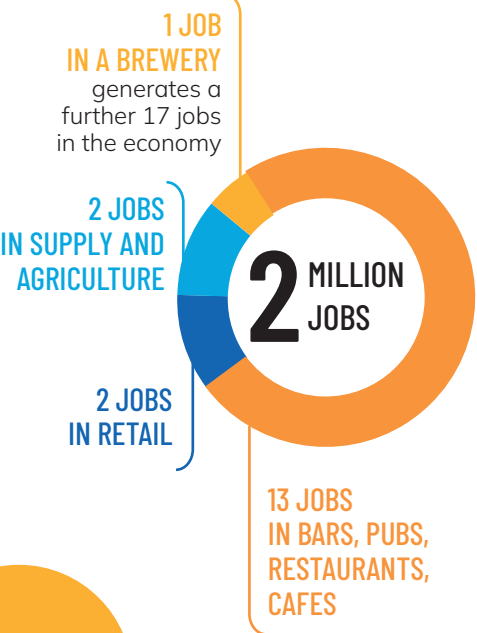
PRODUCTION IS GROWING, BUT STILL BELOW 2019 LEVELS



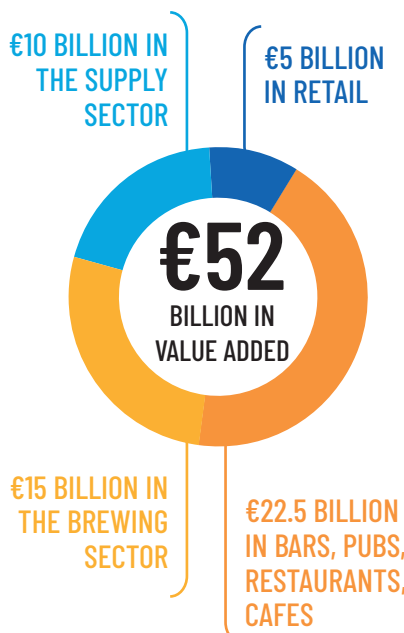
PRODUCTION COSTS ARE UP BY 20-25% SINCE 2019



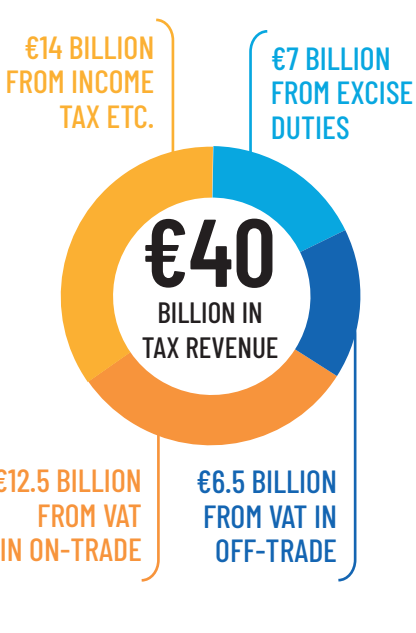
BREWING IS JOBS



BREWING IS VALUE ADDED



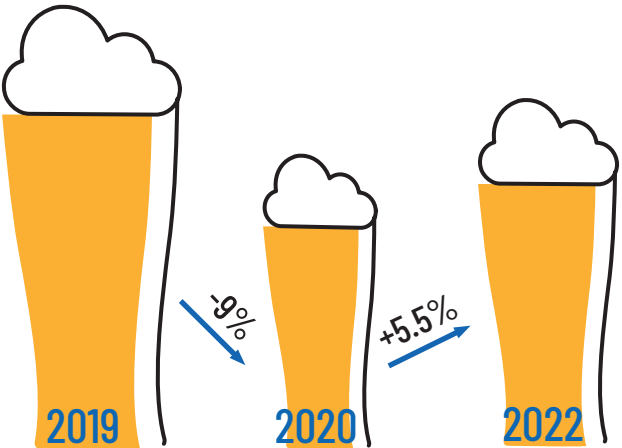
BREWING IS TAX REVENUES



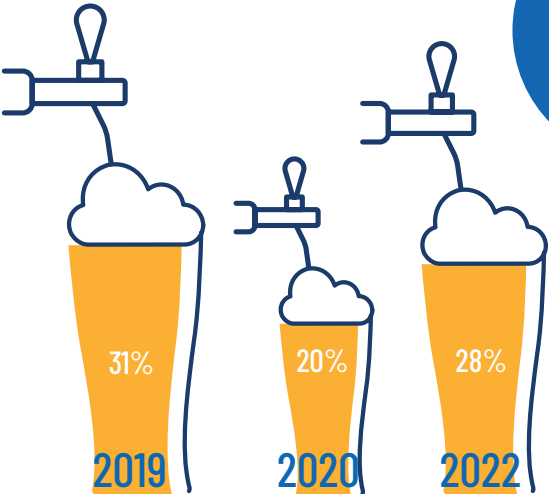
BREWING IS GROWTH

CONSUMER HABITS ARE CHANGING

Beer consumption up but still below pre-pandemic levels



Overall **decline in on-trade** percentage share of overall beer market despite significant post-pandemic recovery



BEER HOSPITALITY NEEDS SUPPORT

Brewers are brewing responsibly and providing choice for ever-evolving consumer preferences. The future is bright for beer, if given the right policy framework.

PURSUE TAXATION POLICIES FAIR TO BEER

Pursue a more progressive excise tax framework that, while respecting national subsidiarity, recognises the merits of nudging consumers towards lower alcohol beverages, the costs of producing and distributing beer, the jobs beer creates in the communities and the value generated from grain to glass.

PROMOTE BEER'S INTRINSIC NATURE

Recognise in alcohol and other policies the intrinsic nature of beer as a lower alcohol, fermented beverage that is rooted in nature, boosts the hospitality sector and can incite consumers towards moderating their consumption, as a time-tested, evidence-based way to align business with public health objectives.

PLACE BEER AT THE HEART OF A SUSTAINABLE, COMPETITIVE EUROPE

Maintain Europe's position as a leading beer-producing region by removing unnecessary bureaucratic burdens, cultivating a robust industrial policy that supports brewers in the green, digital transition, recognising beer and its raw ingredients as strategic products for a competitive sustainable EU.

A BRIGHT FUTURE FOR BEER

BEER FUTURE

Beer is a fermented beverage brewed with ingredients of agricultural origin, offering a diversity of choice for every occasion and consumer, including lower and no alcohol options. Brewers across Europe support local communities, providing jobs and opportunities not just in breweries but throughout the value chain. Furthermore, they strive for innovative and sustainable solutions and take their responsibility to champion moderation seriously.

A cornerstone of the European economy, beer is part of Europe's heritage, its present and its future. Beer is Europe's choice.

Cheers to brewing growth and to a sustainable beer future.

THE BREWERS OF EUROPE

Based in Brussels, The Brewers of Europe brings together national brewers' associations and companies from 28 European countries to support the united interests of Europe's 10,000+ breweries. Our vision is to ensure a competitive, responsible and sustainable European brewing sector, creating shared value across the entire value chain and enriching European culture.

Data in this publication is taken from the 2024 report on the economic contribution of beer, commissioned by The Brewers of Europe. Produced by Europe Economics, the study looks at the economic impact of the beer sector across Europe, in terms of its impact on value added, employment and government tax revenues. The report includes new data for the 27 Member States of the European Union (EU), as well as Norway, Switzerland and the United Kingdom. This study is the eighth iteration in a series of studies updating estimates of the economic contribution made by beer.



Download the full report and learn more about the impact of the European brewing sector by visiting <https://brewersofeurope.eu>

