



# Beer statistics 2010 edition



The Brewers of Europe



# Table of Contents

Table of contents.....	p 1
Glossary and abbreviations .....	p 2
Foreword.....	p 3
Beer trends EU27 2003-2009.....	p 5
Beer production 2003-2009 (data).....	p 6
Beer production 2009 (chart) .....	p 7
Beer Consumption 2003-2009 (data) .....	p 8
Beer consumption 2009 (chart).....	p 9
Consumption per capita 2003-2009 (data) .....	p 10
Consumption per capita 2009 (chart).....	p 11
Beer on/off trade 2003-2009 .....	p 12
Beer production / consumption per container 2009.....	p 13
Imports 2003-2009.....	p 14
Exports 2003-2009.....	p 15
Breweries and employment 2009 .....	p 16
Revenues from excise duties on beer.....	p 17
Excise per country (1).....	p 18
Excise per country (2).....	p 19
Excise per country (3).....	p 20
Excise per country (4).....	p 21
Excise per country (5).....	p 22
Excise for beer in Europe - October 2010 (chart) .....	p 23
Exchange currency rates.....	p 24
Methodology .....	p 25
Acknowledgments .....	p 26
Contact details of national brewers associations.....	p 27

# Glossary and abbreviations

## Glossary

**Total beer production:** Beer production done by breweries in the country

**Total beer consumption (000 hl):** Total of beer consumed in the country

**Beer consumption per capita (l):** litre per head of total population

**Draught beer:** Beer sold in draught containers

**Returnable bottle:** Bottles used for refilling

**Non-returnable bottle:** One-way bottles

**Can:** Cans total

**Other:** Other forms of packaging, e.g. PET

**On-trade:** (%) Total sales figures in the on-trade sector. Sales through bars, restaurants, clubs, at events

**Off-trade:** (%) Total sales figures in the off-trade sector. Sales through supermarkets, shops and other retail outlets

**Imports (total):** Annual volume of beer bought and brought from other countries

**Exports (total):** Annual volume of beer shipped and sold to all foreign countries

**Revenues (total) in local currency:** Total figures of revenues from excise coming from beer sales

**Excise:** Tax on the production volume set by the authorities in abv. or plato

**Number of active breweries (sites):** The total number of active brewing plants in the country

**Number of brewing companies:** Total number of brewing companies in the country

**Direct employment:** Number of people being directly employed in brewing plants/companies

**Estimated indirect employment:** Employment induced by beer production beyond direct employees of brewing companies

**Plato degree:** A unit measuring sugar content, especially of the wort, from which beer is made. For tax purposes often it is assumed the following conversion: 1 °Plato  $\approx$  0,4 % Alcohol

**Alcohol by volume (abv.):** Indication of alcoholic strength expressed as a percentage included in a beverage

## Abbreviations and Symbols

- Nil

na Non available

HL Hectoliters (100 liters)



# Foreword

Dear Reader,

Welcome to the 2010 edition of The Brewers of Europe Beer Statistics Report.

Beer is one of Europe's favourite drinks, best enjoyed and savoured in a convivial atmosphere. Behind your average glass of beer though – which many of us take for granted are figures providing a deeper insight into this fascinating sector. These numbers are part of the essence of what keep Europe's almost 4,000 brewers in business. They allow brewers and third parties to visualise the overall state of the sector, monitor trends in production and consumption, keep abreast of the levels of imports versus exports, and illustrate the socio-economic importance of brewing also in terms of employment.

This 2010 edition covers the years since our last edition in 2003, outlining data for the most frequently asked categories. The figures and associated graphs illustrate trends for most of last decade in terms of consumption and production in the European Union.

Together with The Brewers of Europe Secretariat, I would like to thank all those from National Brewer Associations who contributed time, effort and knowledge. Without your help we wouldn't have been able to produce this compilation. I hope you will find the information contained in the report of interest, and should you wish to go further, do not hesitate to consult the associated documentation on The Brewers of Europe public website - [www.brewersofeurope.org](http://www.brewersofeurope.org). The European brewing sector is a lively sector and I trust that the information contained in this report will give you some further insight into Europe's beer and brewing.



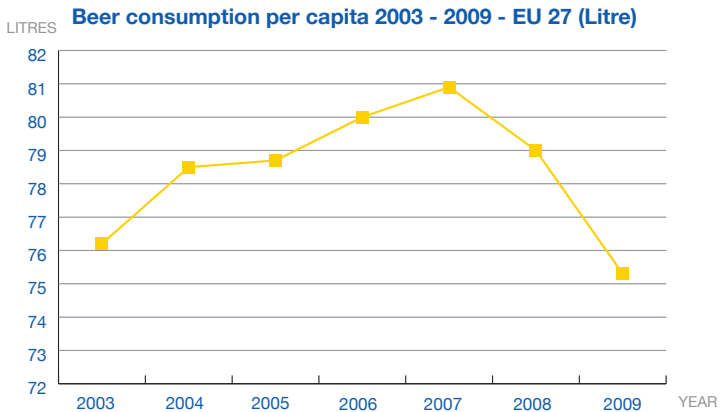
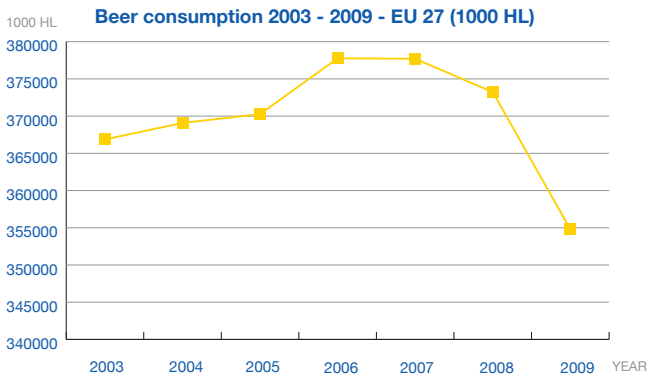
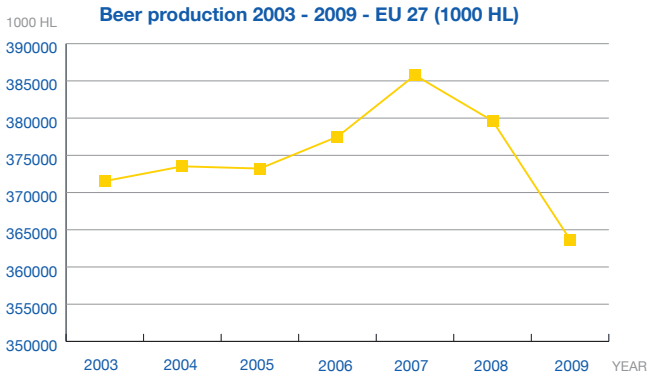
Alberto da Ponte  
President  
The Brewers of Europe  
November 2010





# Beer trends

## EU27 2003 - 2009



# Beer production (1000 HL)

2003 - 2009

Country	2003	2004	2005	2006	2007	2008	2009
Austria	8891,0	8670,0	8785,0	8818,0	9044,0	8937,0	8728,0
Belgium	15650,0	17270,0	17274,0	18311,0	18480,0	18044,0	18008,8
Bulgaria	4388,0	4312,0	4323,0	4841,0	5298,0	5358,0	4825,0
Croatia	3680,0	3593,0	3460,0	3586,0	3696,0	3887,0	3673,0
Cyprus	376,0	378,0	381,0	368,0	386,0	399,0	355,0
Czech Republic	18548,0	18753,0	19069,0	19787,0	19897,0	19806,0	18187,0*
Denmark	8352,0	8550,0	8560,0	8105,0	7604,0	6474,0	6046,0
Estonia	1037,0	1097,0	1352,0	1418,0	1413,0	1275,0	1234,0
Finland	4564,0	4617,0	4587,0	4548,0	4547,0	4470,0	4491,0
France	18132,0	16801,0	16394,0	16029,0	15094,0	14777,0	14731,0
Germany	105990,0	108366,0	107678,0	104315,0	100628,0	99910,0	98078,0
Greece	4133,0	3952,0	3978,0	4028,0	4340,0	4374,0	4177,0
Hungary	7475,5	6611,2	6842,6	7482,7	7584,0	7102,1	6347,7
Ireland	8023,0	8142,0	8969,0	9337,0	9270,0	8846,0	8041,5
Italy	13673,0	13170,0	12798,0	12818,0	13462,0	13343,0	12776,0
Latvia	1363,8*	1314,9*	1290,2	1414,0	1410,1	1306,8	1357,4
Lithuania	2520,0*	2782,4*	2915,8*	2966,0	3225,0	3074,0	2794,0
Luxembourg	391,0**	377,0**	374,0**	338,2**	322,0**	312,0**	324,6**
Malta	78,0**	80,0**	76,7**	105,0**	110,0**	112,0**	103,7**
Netherlands	25123,7	23828,4	24560,3	26478,9	27258,8	27180,9	25376,3
Norway	2250,0	2399,0	2398,0	2496,0	2553,0	2560,0	2516,0
Poland	28622,0	30108,0	31572,0	33953,0	36895,0	37108,0	35992,0
Portugal	7349,8	7436,3	7442,6	8358,6	8191,2	8208,4	7833,0
Romania	13086,9*	14535,0	15172,0	17656,0	19554,0	20640,0	17600,0
Slovakia	4670,0	4218,0	3963,0	3794,0	3683,0	3558,0	3264,0
Slovenia	2,272,0**	1,929,0**	1,867,0**	1,892,0**	1545,5	1553,2	1443,2
Spain	30670,8	31335,8	32231,7	33590,6	34343,0	33402,3	33825,1
Sweden	4192,0	4495,0	3955,7*	4377,4*	4427,7*	4287,6	4455,4
Switzerland	3666,0	3561,0	3417,0	3494,0	3532,0	3625,0	3555,0
Turkey	8360**	8120,0	8188,0	8020,0	8430,0	9244,0	9231,0
United Kingdom	58014,0	57459,0	56255,0	53763,0	51341,0	49469,0	45141,0
<b>Total</b>	<b>389493,7</b>	<b>391192,7</b>	<b>394684,8</b>	<b>395095,3</b>	<b>403971,4</b>	<b>398950,2</b>	<b>382650,8</b>
<b>Total EU 27</b>	<b>371537,7</b>	<b>373519,7</b>	<b>377221,8</b>	<b>377499,3</b>	<b>385760,4</b>	<b>379634,2</b>	<b>363675,8</b>

\*

Eurostat

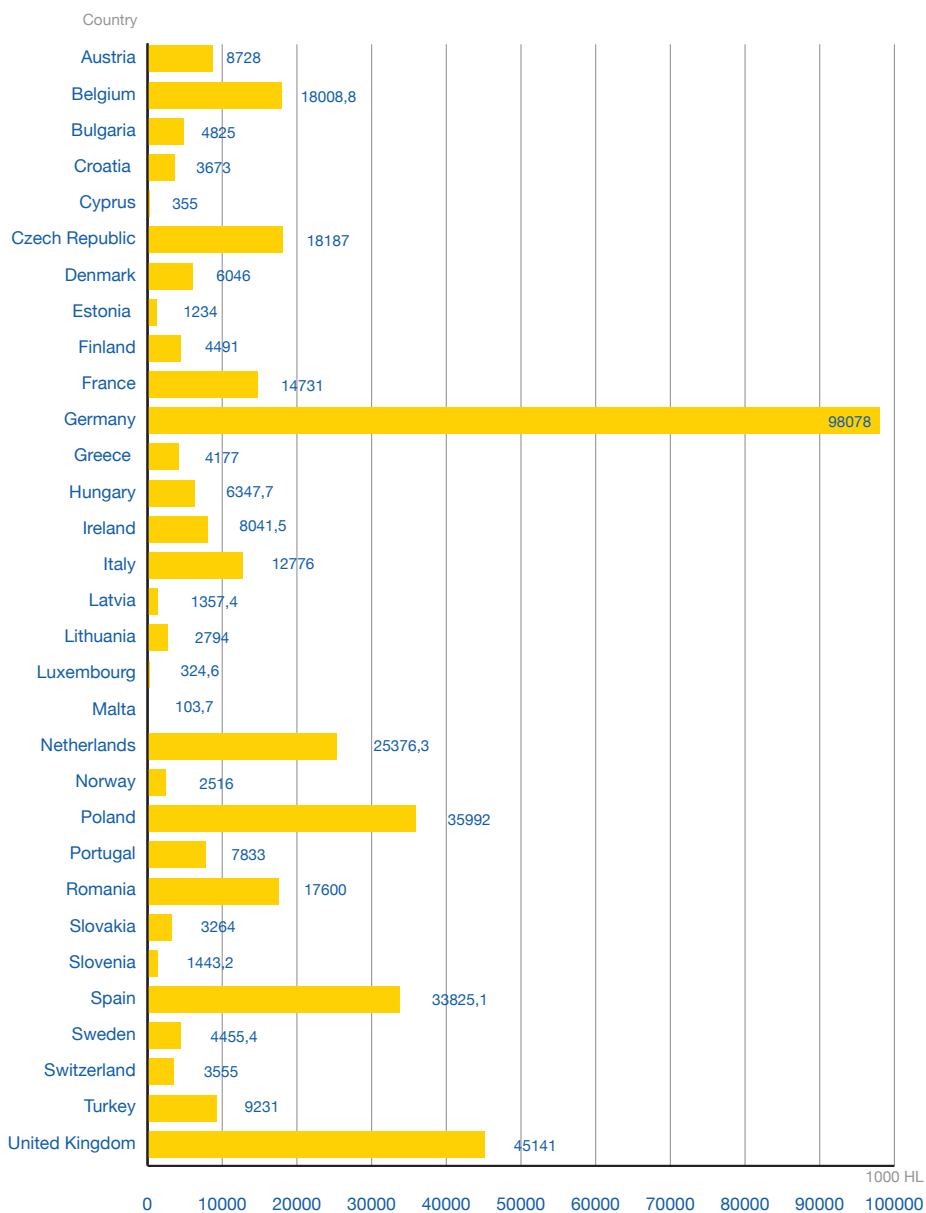
\*\*

Canadean Global beer trends 2009 edition



# Beer production (1000 HL)

2009



# Beer consumption (1000 HL)

2003 - 2009

Country	2003	2004	2005	2006	2007	2008	2009
Austria	8979,0	8881,0	8966,0	8949,0	8995,5	9145,8	8905,0
Belgium	9935,0	9564,0	9475,0	9370,0	9137,0	8794,0	8680,0
Bulgaria	4254,0	4215,0	4224,0	4778,0	5306,0	5373,0	4872,0
Croatia	3,774,0**	3,640,0**	3580,0**	3629,3**	3,780,0**	3780,0	3,500,0**
Cyprus	450,0***	377,6***	381,0***	367,6***	386,1***	399,0***	379,0
Czech Republic	18748,0	18953,0	19269,0	19987,0	20097,0	20106,0	16190,0**
Denmark	5181,0	4862,0	4694,0	4605,0	4483,0	4298,0	3946,0
Estonia	960,0	1097,0	1255,0	1344,0	1338,0	1225,0	1164,0
Finland	4,660,0**	4557,0	4600,0	4669,0	4797,0	4737,0	4682,0
France	21116,8	20223,0	20354,0	20250,0	20246,0	19735,0	20014,0
Germany	97188,0	95682,0	95080,0	95492,0	91885,0	91132,0	89853,0
Greece	4238,0	4196,0	4185,9	4294,7	4530,9	4582,7	4329,0
Hungary	7326,0	6479,0	6770,0	7152,0	7335,0	7181,0	6500,0
Ireland	5315,0	5206,0	5117,0	5508,0	5451,0	5193,0	4832,0
Italy	17453,0	17194,0	17340,0	17851,0	18513,0	17836,0	16855,0
Latvia	1467,2	1347,1	1395,9	1515,2	1596,8	1550,9	1423,4
Lithuania	2613,0**	2790,0**	3080,0**	3093,0**	3034,0**	3040,0**	2583,9**
Luxembourg	518,0**	525,0**	518,0**	481,0**	489,1**	380,7**	409,1**
Malta	123,0**	126,4**	116,7**	149,1**	165,9**	187,9**	199,2**
Netherlands	12686,6	12746,7	12940,8	12974,3	12643,9	12910,1	12035,6
Norway	2250,0	2399,0	2398,0	2496,0	2553,0	2560,0	2516,0
Poland	28404,0	29363,0	30669,0	32763,0	35467,0	35861,0	34317,0
Portugal	6007,8	6266,5	6224,0	6277,6	6205,1	6200,0	6100,0
Romania	12836,0**	14500,0	15200,0	17700,0	19400,0	20200,0	17600,0
Slovakia	4860,0	4450,0	4320,0	4357,0	4280,0	4178,0	4050,0
Slovenia	1531,0**	1541,0**	1612,0**	1703,0**	1767,0**	1820,0**	1740,0**
Spain	33460,6	34260,1	34425,3	35811,6	36374,9	35692,0	35774,5
Sweden	498,7	4680,0	4669,0	4871,0	4860,0	4771,0	4884,0
Switzerland	4334,0	4263,0	4132,0	4288,0	4370,0	4489,0	4480,0
Turkey	7939,0**	8120,0	8188,0	8020,0	8430,0	9244,0	9231,0
United Kingdom	60301,0	59195,0	57572,0	55748,0	53449,0	51282,0	46817,0
<b>Total</b>	<b>385169,6</b>	<b>387503,3</b>	<b>388565,6</b>	<b>396199,7</b>	<b>396835,3</b>	<b>393301,4</b>	<b>374532,8</b>
<b>Total EU 27</b>	<b>366872,6</b>	<b>369081,3</b>	<b>370267,6</b>	<b>377766,4</b>	<b>377702,3</b>	<b>373228,4</b>	<b>354805,8</b>

\*

Eurostat

\*\*

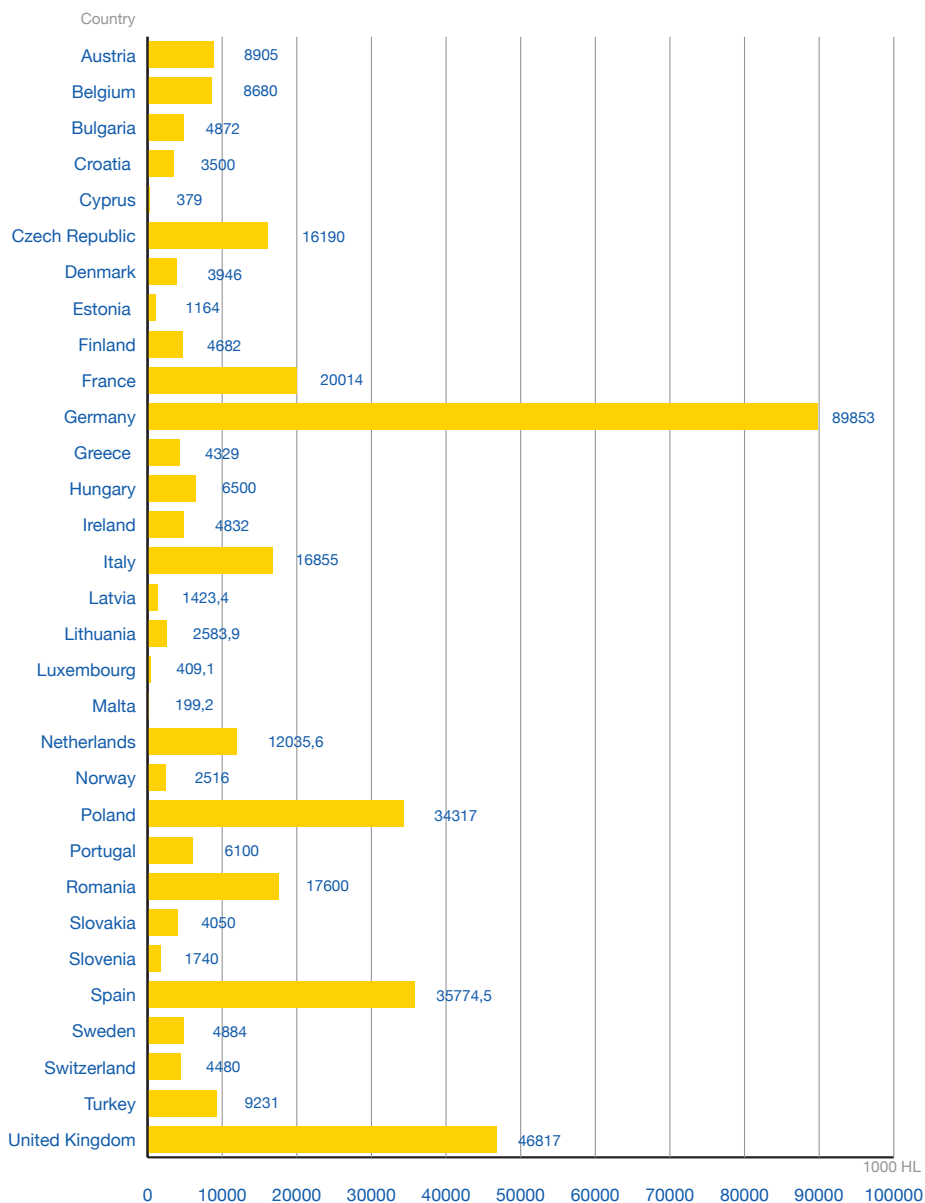
Canadean Global beer trends 2009 edition

\*\*\*

Ministry of Finance, Cyprus

# Beer consumption (1000 HL)

2009



# Consumption per capita (Litre)

2003 - 2009

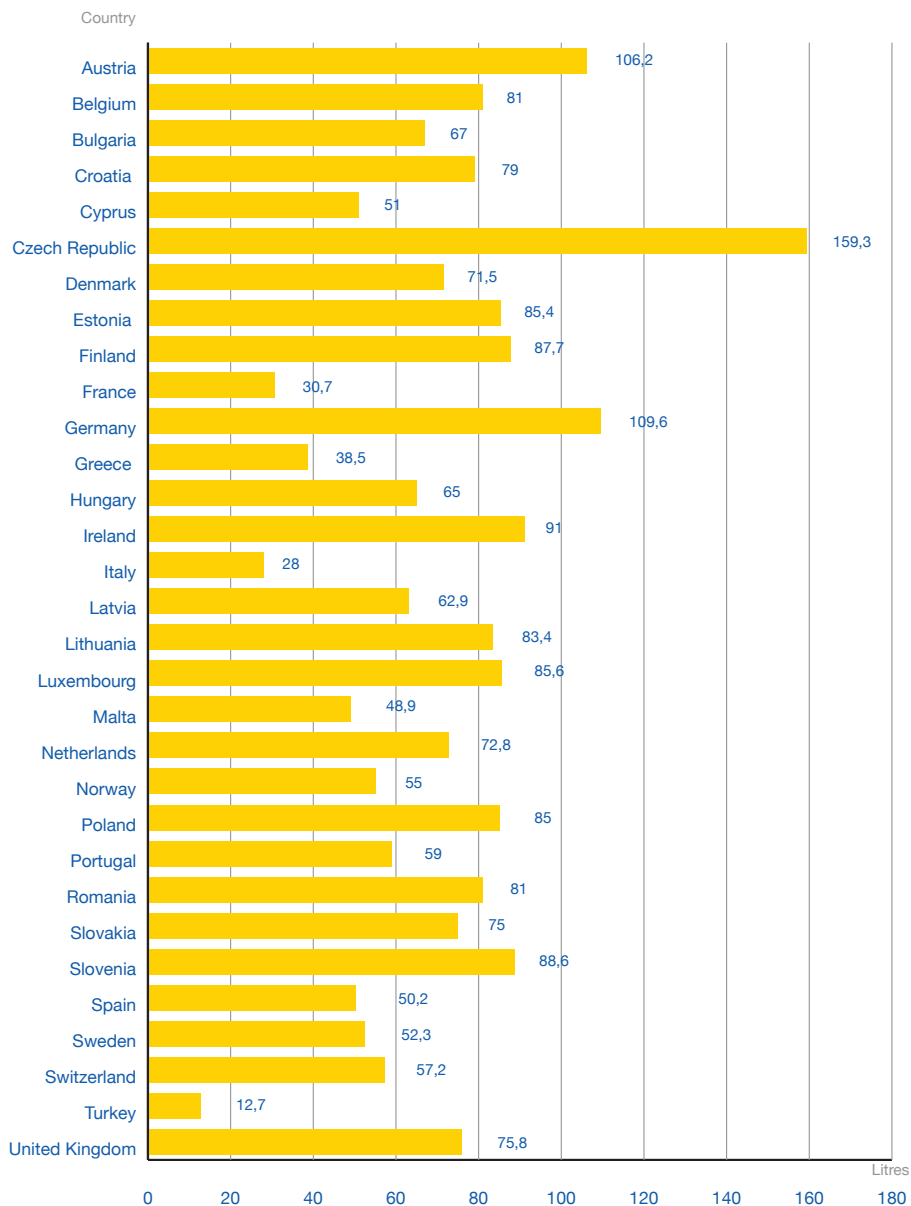
Country	2003	2004	2005	2006	2007	2008	2009
Austria	110,6	108,6	108,9	108,0	108,2	109,7	106,2
Belgium	96,0	92,0	91,0	89,0	86,0	82,0	81,0
Bulgaria	59,0	61,0	61,0	68,0	74,0	73,0	67,0
Croatia	87,0	82,0	82,0	83,0	85,0	85,2	79,0
Cyprus	55,0*	62,0*	52,5*	52,6*	55,3*	58,2*	51,0
Czech Republic	160,9	157,9	156,5	158	158,8	158,1	159,3*
Denmark	96,2	90,1	86,8	84,9	82,2	78,3	71,5
Estonia	71,2	81,2	93,3	96,0	94,7	88,1	85,4
Finland	83,0*	90,8	90,6	88,7	90,8	89,2	87,7
France	35,5	33,4	33,5	32,0	30,7	30,6	30,7
Germany	117,8	116,0	115,3	116,0	111,8	111,1	109,6
Greece	38,3	37,9	37,7	38,6	40,4	40,8	38,5
Hungary	73,3	64,8	67,7	71,5	73,4	71,8	65,0
Ireland	113,0	108,0	106,0	106,0	105,5	98,6	91,0
Italy	30,1	29,6	29,9	30,3	31,1	29,4	28,0
Latvia	62,9	58,1	60,5	66,0	70,0	68,3	62,9
Lithuania	75,9*	81,4*	90,0*	87,1	95,3	91,3	83,4
Luxembourg	115,6*	116,3*	113,7*	104,4*	104,9*	80,7*	85,6*
Malta	31,1*	31,7*	29,2*	37,1*	41,1*	46,3*	48,9*
Netherlands	79,3	77,9	78,1	79,4	77,5	78,5	72,8
Norway	50,0	54,0	53,0	54,0	54,0	54,0	55,0
Poland	74,0	77,0	80,0	86,0	93,0	94,0	85,0
Portugal	60,0	61,7	61,3	61,9	61,1	61,0	59,0
Romania	74,0*	66,0	70,0	81,0	89,0	93,0	81,0
Slovakia	90,0	82,4	80,0	80,7	79,3	77,4	75,0
Slovenia	77,9*	78,3*	81,9*	86,5*	89,8*	92,6*	88,6
Spain	57,5	59,1	58,5	59,2	56,0	51,7	50,2
Sweden	55,6	51,9	51,9	53,4	52,9	51,6	52,3
Switzerland	58,7	56,9	54,8	56,5	57,1	58,0	57,2
Turkey	11,2*	11,4	11,4	11,0	12,0	12,9	12,7
United Kingdom	101,3	98,9	95,6	92,0	87,7	83,9	75,8
<b>Average total</b>	<b>73,0</b>	<b>72,3</b>	<b>72,4</b>	<b>73,6</b>	<b>74,5</b>	<b>72,9</b>	<b>69,6</b>
<b>Average EU 27</b>	<b>76,2</b>	<b>78,5</b>	<b>78,7</b>	<b>80,0</b>	<b>80,9</b>	<b>79,0</b>	<b>75,3</b>

\*

Canadean Global beer trends 2009 edition

# Consumption per capita (Litre)

2009



# On-trade / Off-trade (%)

2003 - 2009

Country	2003		2004		2005		2006		2007		2008		2009	
	On-trade	Off-trade	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	39,0	61,0	38,0	62,0	37,0	63,0	36,0	64,0	35,0	65,0	34,0	66,0	34,0	66,0
Belgium	na	na	54,0	46,0	53,0	47,0	51,0	49,0	51,0	49,0	51,0	49,0	49,0	51,0
Bulgaria	na	na	na	na	32,0	68,0	33,0	67,0	33,0	67,0	30,0	70,0	28,0	72,0
Croatia	na	na	na	na	50*	50,0*	na	na	na	na	50,0*	50,0*	na	na
Cyprus	na	na	na	na	60,0*	40,0*	na	na	na	na	49,0*	51,0*	na	na
Czech Republic	na	na	na	na	50,0*	50,0*	na	na	na	na	51,0*	49,0*	na	na
Denmark	26,0	74,0	26,0	74,0	26,0	74,0	29,4	70,6	24,8	75,2	27,5	72,5	22,5	77,5
Estonia	6,8	93,2	7,1	92,9	8,3	91,7	7,0	93,0	6,7	93,3	7,5	92,5	7,8	92,2
Finland	25,2	74,8	22,4	77,6	20,8	79,2	20,0	80,0	19,1	80,9	17,9	82,1	16,3	83,7
France	28,0	72,0	28,0	72,0	28,0	72,0	28,0	72,0	27,0	73,0	25,0	75,0	25,0	75,0
Germany	na	na	na	na	25,0*	75,0*	na	na	na	na	29,0*	71,0*	na	na
Greece	69,0	31,0	67,0	33,0	66,5	33,5	65,5	34,5	65,0	35,0	63,8	36,2	62,0	38,0
Hungary	na	na	na	na	na	na	48,0	52,0	48,0	52,0	40,0	60,0	40,0	60,0
Ireland	na	na	na	na	na	na	70,0	30,0	67,6	32,4	69,2	30,7	71,1	28,9
Italy	41,0	59,0	38,5	61,5	42,5	57,5	45,4	54,6	45,5	54,6	44,3	55,6	43,2	56,7
Latvia	9,0	91,0	9,0	91,0	9,0	91,0	9,0	91,0	9,0	91,0	7,0	93,0	6,0	94,0
Lithuania	na	na	na	na	12,0*	88,0*	na	na	na	na	10,0*	90,0*	na	na
Luxembourg	na	na	na	na	55,0*	45,0*	na	na	na	na	60,0*	40,0*	na	na
Malta	na	na	na	na	na	na	na	na	na	na	60,0*	40,0*	na	na
Netherlands	na	na	na	na	33,0*	67,0*	na	na	na	na	28,5*	71,5*	na	na
Norway	27,0	73,0	25,0	75,0	25,0	75,0	24,0	76,0	24,0	76,0	22,0	78,0	21,0	79,0
Poland	na	na	na	na	27,0*	73,0*	na	na	25,0	75,0	20,0	80,0	na	na
Portugal	66,0	34,0	66,0	34,0	84,0	16,0	63,0	37,0	52,5	37,5	62,5	37,5	70,0	30,0
Romania	na	na	na	na	45,0*	55,0*	na	na	na	na	35,0*	65,0*	na	na
Slovakia	na	na	na	na	50,0*	50,0*	na	na	na	na	40,0*	60,0*	na	na
Slovenia	na	na	na	na	61,0*	39,0*	na	na	na	na	60,0*	40,0*	na	na
Spain	64,0	36,0	63,0	37,0	63,0	37,0	62,0	38,0	62,0	38,0	60,0	40,0	58,0	42,0
Sweden	na	na	na	na	21,7*	78,3*	na	na	na	na	20,0*	80,0*	na	na
Switzerland	na	na	na	na	40,0*	60,0*	na	na	na	na	45,0*	55,0*	na	na
Turkey	na	na	na	na	32,0*	68,0*	na	na	na	na	30,0*	70,0*	na	na
United Kingdom	61,4	38,7	60,0	40,0	59,0	41,0	57,4	42,6	55,9	44,1	53,5	46,5	53,1	46,9



Ernst and Young, The contribution made by beer to the European economy, editions 2006 and 2009 respectively

# Beer production (p) / Beer Consumption (c) by container

(1000 HL) - 2009

Country	Draught beer	Returnable bottles	Non-returnable bottles	Cans	Other
Austria(p)	2441,0	3806,0	573,0	1908,0	-
Belgium (c)	2731,0	4013,0	119,0	1817,0	-
Bulgaria	271,0	2073,0*	-	188,0	2340,0
Croatia	na	na	na	na	na
Cyprus	na	na	na	na	na
Czech Republic (c)	na	na	na	na	na
Denmark (c)	na	na	-	na	-
Estonia (c)	37,0	379,0	24,0	305,0	489,0
Finland (p)	568,0	1011,0	-	2581,0	-
France (p)	3055,0	462,0	8522,0	2240,0	34,0
Germany	na	na	na	na	na
Greece (c)	364,0	2487,0	290,0	1189,0	-
Hungary (p)	622,0	2756,0	41,0	2400,0	219,0
Ireland (c)	3206,4	168,9	529,8	1058,6	-
Italy (c)	2562,0	1306,3	11635,0	1350,1	-
Latvia (c)	62,0	443,0	23,0	192,0	703,0
Lithuania	na	na	na	na	na
Luxembourg	na	na	na	na	na
Malta	na	na	na	na	na
Netherlands	2628,0	5147,0	212,0	2006,0	-
Norway (p)	459,0	621,0	-	1436,0	-
Poland	na	na	na	na	na
Portugal (p)	1253,0	2507,0	3681,0	235,0	78,3
Romania (c)	563,2	6212,8*		2604,8	8219,2
Slovakia (p)	1176,0	1010,0	652,0	426,0	na
Slovenia	96,5	674,6	66,6	635,2	7,2
Spain (c)	9520,0	7195,0	8284,0	10776,0	-
Sweden	512,8	708,2	332,1	3316,2	14,7
Switzerland (c)	1291,0	934,0	1057,0	1198,0	-
Turkey	na	na	na	na	na
United Kingdom (c)	23019,0	15,0	7976,0	15751,0	56,0

\*

Including non returnable bottles

# Imports (1000 HL)

2003 - 2009

Country	2003	2004	2005	2006	2007	2008	2009
Austria	549,0	584,0	619,0	599,0	632,0	600,0	616,0
Belgium	1023,0	993,0	1014,0	1171,0	1169,0	880,0	894,0
Bulgaria	24,0*	21,0*	24,0*	43,6*	46,5*	51,0	na
Croatia	321,6	305,2	631,6	461,1	682,6	405,1	364,7
Cyprus	30,0*	45,5*	54,5*	70,6*	77,9*	91,7*	27,0
Czech Republic	200,0	200,0	200,0	200,0	200,0	300,0	na
Denmark	158,0	404,0	356,0	405,0	374,0	430,0	337,0
Estonia	158,0	270,0	134,0	136,0	168,0	157,0	192,0
Finland	223,0	318,0	329,0	373,0	374,0	468,0	422,0
France	5018,0	5395,0	5844,0	6053,0	6317,0	5939,0	5930,0
Germany	3100,0	4400,0	5413,0	6400,0	6972,0	6445,0	5,692,0*
Greece	341,0	381,0	362,0	468,0	445,0	466,0	454,0
Hungary	477,0	965,0	272,0	135,0	156,0	132,0	95,0
Ireland	1415,0*	na	1857,3*	na	2180,7*	na	1653,0*
Italy	4664,0	4873,0	5258,0	5814,0	6119,0	5996,0	5822,0
Latvia	220,8*	256,8*	266,8*	222,9	306,3*	179,0	176,0
Lithuania	125,0*	178,1*	266,5*	260,0	296,0	285,0	292,0
Luxembourg	205,0*	232,1*	221,7*	207,3*	351,2*	331,0*	318,0*
Malta	45,9*	45,2*	40,6*	45,3*	58,3*	79,5*	60,9*
Netherlands	1288,0	1834,0	2088,0	2509,0	2401,0	2402,0	2043,0
Norway	143,0**	208,0**	222,0**	219,0**	243,1**	258,0**	259,0**
Poland	190,0	171,0	198,0	247,0	335,0	341,0	350,0
Portugal	343,0*	382,0*	354,0*	312,0*	243,0*	189,0*	215,0*
Romania	2,2*	59,0	28,0	32,0	180,0	500,0	170,0
Slovakia	350,0	420,0	470,0	600,0	630,0	650,0	620,0
Slovenia	58,7*	148,6*	191,5*	207*	248,5*	300,3*	293,3*
Spain	3636,8	3688,3	2863,8	2877,4	2872,0	3040,7	2632,1
Sweden	763,0*	1247,4*	1151*	1883,3*	1224,0*	1160,0	1042,7*
Switzerland	668,0	702,0	715,0	794,0	838,0	864,0	926,0
Turkey	20,0**	11,6	30,1	18,6	8,4	5,8	3,9
United Kingdom	6464,0	7016,0	7714,0	8167,0	8352,0	8923,0	8519,0

\*

Canadean Global beer trends 2009 edition



# Exports (1000 HL)

2003 - 2009

Country	2003	2004	2005	2006	2007	2008	2009
Austria	460,0	589,0	591,0	666,0	895,0	565,0	668,0
Belgium	6738,0	869,0	8814,0	10112,0	10513,0	10130,0	10224,0
Bulgaria	12,2*	13,5*	20,0	18,0	58,0	80,0	51,0
Croatia	227,7	291,9	451,1	544,4	495,4	575,8	538,5
Cyprus	0,3*	12,7***	11,5***	12,6***	11,4***	0,1***	3,0
Czech Republic	2130,0	2638,0	3099,0	3536,0	3592,0	3706,0	3461,7*
Denmark	3531,0	4209,0	3642,0	3974,0	3531,0	3530,0	2841,0
Estonia	235,0	270,0	231,0	210,0	243,0	207,0	262,0
Finland	239,0	251,0	187,0	174,0	202,0	184,0	171,0
France	2046,0	1973,0	1884,0	1824,0	1852,0	2377,0	2200,0
Germany	12232,0	14555,0	13713,0	14896,0	15716,0	15210,0	13900,0
Greece	236,0	137,0	154,0	201,0	254,0	258,0	303,0
Hungary	50,0	60,0	171,0	112,0	371,0	559,0	251,0
Ireland	3153,0 <sup>1</sup>	2739,0	4017,9*	4287,0	4582,4*	4524,8	3216,4
Italy	884,0	849,0	716,0	781,0	1068,0	1503,0	1743,0
Latvia	52,5*	126,4*	115,0	132,0	136,0*	102,0	125,0
Lithuania	50,8*	102,1*	151,4*	127,0	144,0	175,0	162,0
Luxembourg	78,7*	96,9*	106,7*	107,4*	205,7*	143,6*	86,4*
Malta	0,3*	1,8*	0,7*	0,1*	0,2*	0,2*	15,4*
Netherlands	13491,0	12976,0	13781,0	16014,0	17016,0	16673,0	15383,0
Norway	13,0**	30,0**	34,0**	19,3**	20,1**	9,4**	13,3**
Poland	198,0	602,0	872,0	1014,0	1220,0	1575,0	1576,0
Portugal	1397,0	1261,0	1306,6	2040,0	1955,0	2000,0	1730,0
Romania	0,5*	24,0	56,0	76,0	26,0	60,0	170,0
Slovakia	132,0	184,0	118,0	37,0	28,0	30,0	37,0
Slovenia	754,6*	531,6*	449,9*	411,6*	402,9*	498,6*	486,4
Spain	847,0	764,0	670,2	656,3	840,2	751,0	682,8
Sweden	49,9*	63,0	239,6*	317,0	326,0*	460,0	513,0*
Switzerland	26,0	24,0	22,0	39,0	55,0	68,0	53,0
Turkey	441,0**	519,9	675,0	729,7	621,4	736,1	988,1
United Kingdom	3494,0	4314,0	4120,0	5222,0	4934,0	4662,0	5486,0

\* Eurostat

\*\* Canadean Global beer trends 2009 edition

\*\*\* Ministry of Finance, Cyprus

# Breweries & employment

2009

Country	Number of active breweries	Number of brewing companies	Direct employment	Estimated indirect employment
Austria	172*	60	4000	na
Belgium	123*	127*	na	na
Bulgaria	8	6	3100	na
Croatia	8	19*	1726	na
Cyprus	2	2	130	na
Czech Republic	na	na	na	na
Denmark	120*	113	na	na
Estonia	4*	4*	691	na
Finland	5	4	2500	35000
France	78	76	na	na
Germany	1327*	na	28412	na
Greece	7	5	1900	na
Hungary	4	4	2011	na
Ireland	na	na	na	na
Italy	301*	296*	2341	14900
Latvia	15	15	1700	800
Lithuania	na	na	2000	15600
Luxembourg	na	na	na	na
Malta	na	na	na	na
Netherlands	12	70	6750	na
Norway	na	na	na	na
Poland	64*	na	na	na
Portugal	7	6	na	na
Romania	11	5	6700	na
Slovakia	6	5	1944	18500
Slovenia	na	na	na	na
Spain	20	6	na	225000
Sweden	40*	40*	4000	na
Switzerland	280*	na	2250	25750
Turkey	11	7	2400	38600
United Kingdom	745	733	13900	48507

\*

Including microbreweries / companies

# Revenues from excise duties on beer

2009 (in millions)

Country	Local currency	Euro
Austria		184,0
Belgium		183,13
Bulgaria	77,97*	39,87*
Croatia	NA	
Cyprus		7,63
Czech Republic	3438,84*	128,2*
Denmark	954	128,00
Estonia	508*	32,5*
Finland		484,19
France		306,00*
Germany		728,0
Greece		68,0
Hungary	32,052	120,0
Ireland		404,3
Italy		446,1
Latvia	13,97	19,7
Lithuania	142,49	41,3
Luxembourg		3,65*
Malta		1,06*
Netherlands		385,36
Norway	4260	504,41
Poland	3176,2	762,8
Portugal		77,00
Romania	522,55	129,5
Slovakia		59,16
Slovenia		69,05*
Spain		277,00*
Sweden	3271*	301,68*
Switzerland	110,3	72,73
Turkey	1193,69	548,0
United Kingdom	3143	3270,55

\*

National fiscal authorities

# Excise duties on beer

## Per country

Country	Categories	Local currency	Excise duty basis	Euro
<b>Austria</b>				
	1 - 12500 hl	1,20	€ / hl / °Plato	
	12501 - 25000 hl	1,40	€ / hl / °Plato	
	25001 - 37500 hl	1,60	€ / hl / °Plato	
	37501 - 50000 hl	1,80	€ / hl / °Plato	
	> 50000 hl	2,00	€ / hl / °Plato	
<b>Belgium</b>				
	<b>Standard rate:</b>	1,71	€ / °Plato / hl	
	<b>Adapted rates:</b>			
	<1 °Plato / hl	None		
	1-3 °Plato / hl	3,42	€ / hl	
	3-5 °Plato / hl	6,84	€ / hl	
	5-7 °Plato / hl	10,26	€ / hl	
	7-9 °Plato / hl	13,68	€ / hl	
	9-11 °Plato / hl	17,10	€ / hl	
	11-13 °Plato / hl	20,53	€ / hl	
	13-15 °Plato / hl	23,59	€ / hl	
	15-17 °Plato / hl	27,37	€ / hl	
	17-19 °Plato / hl	30,79	€ / hl	
	19-21 °Plato / hl	34,21	€ / hl	
	<b>Reduced rates</b>	<b>&lt; 200000 hl/year</b>		
	< 12500 hl	1,4873	€ / hl	
	12501 - 25000 hl	1,5369	€ / hl	
	25001 - 50000 hl	1,5865	€ / hl	
	50001 - 75000 hl	1,6361	€ / hl	
	75001 - 200000 hl	1,6857	€ / hl	
<b>Bulgaria</b>				
		1,50	BGN / hl / °Plato	0,767
	< 200 000 hl / year	0,75	BGN / hl / °Plato	0,38
<b>Croatia</b>				
	< 0,5 % alc.vol.	0	HRK / hl	0
	> 0,5 % alc.vol.	40	HRK / hl / °alc	5,47
<b>Cyprus</b>				
		4,78	€ / l / 100% alc.	

# Excise duties on beer

## Per country

Country	Categories	Local currency	Excise duty basis	Euro
<b>Czech Republic</b>				
		32,00	CZK / hl / °Plato	1,259
	< 10000 hl	16,00	CZK / hl / °Plato	0,47
	10001 - 50000 hl	19,20	CZK / hl / °Plato	0,57
	50001 - 100000 hl	22,40	CZK / hl / °Plato	0,66
	100001 - 150000 hl	25,60	CZK / hl / °Plato	0,76
	150001 - 200000 hl	28,80	CZK / hl / °Plato	0,85
<b>Denmark</b>				
	< 2,8 % Alc. Vol	None		
	per °Alc.	50,9	DKK/hl/100%Alc.	6,84
	<b>Reduced rates</b>			
	< 3700 hl			
	< 20000 hl			
	< 200000 hl			
<b>Estonia</b>				
		85,00	EEK / hl / °Alc.	5,43
	< 3000 hl	42,50	EEK / hl / °Alc.	2,72
<b>Finland</b>				
	0,5 - 2,8 % alc.vol.	2	€ / hl	
	> 2,8 % alc.vol.	25,96	€ / hl / °Alc.	
	<b>Reduced rates</b>			
	< 2000 hl	12,98	€ / hl / °Plato	
	2001 - 30000 hl	18,170	€ / hl / °Plato	
	30001 - 55000 hl	20,770	€ / hl / °Plato	
	55001 - 100000 hl	23,360	€ / hl / °Plato	
<b>France</b>				
	< 0,5 % alc.vol.	0,54	€ / hl*	
	0,5-2,8 % alc.vol.	1,36	€ / hl	
	> 2,8 % alc.vol.	2,71	€ / hl / °Alc.	
	< 10000 hl / year	1,36	€ / hl / °Alc.	
	10000 - 50000 hl / y	1,62	€ / hl / °Alc.	
	50000 - 200000 hl / y	2,04	€ / hl / °Alc.	

\* specific tax applicable on soft drinks

# Excise duties on beer

## Per country

Country	Categories	Local currency	Excise duty basis	Euro
<b>Germany</b>				
	< 0,5 % alc.vol.	None		
	> 0,5 % alc.vol.	0,787	€ / hl / °Plato	
<b>Reduced rates for independent breweries in equal steps of 1000 hl from the 100% rate:</b>				
	to 84 % at 40000 hl / y	0,6610	€ / hl / °Plato	
	to 78,4 % at 20000 hl / y	0,6170	€ / hl / °Plato	
	to 67,2 % at 10000 hl / y	0,5289	€ / hl / °Plato	
	to 56 % at 5000 hl / y	0,4407	€ / hl / °Plato	
<b>Greece</b>				
		2,60	€ / hl / °Plato	
	< 200000 hl / year	1,30	€ / hl / °Alc.	6,84
<b>Hungary</b>				
		633	HUF / hl / °Plato	2,13
<b>Ireland</b>				
		15,71	€ / hl / °Alc.	
	1,2-2,8 °alc.	7,85		
	< 200000 hl / year	50% reduction		
<b>Italy</b>				
	< 0,5 % alc.vol.	None		
	> 0,5 % alc.vol.	2,35	€ / hl / °Plato	
<b>Latvia</b>				
		2,18	LVL / hl / °Alc.	3,08
	< 10000 hl / year	1,09	LVL / hl / °Alc.	1,54
<b>Lithuania</b>				
		8,5	LTL / hl / °Alc.	2,46
	< 10000 hl	4,25	LTL / hl / °Alc.	1,23
<b>Luxembourg</b>				
	< 0,5 % alc.vol.	None		
	< 50000 hl	0,396	€ / hl / °Plato	
	50000 hl - 200000 hl	0,446	€ / hl / °Plato	
	> 200000 hl	0,793	€ / hl / °Plato	

# Excise duties on beer

## Per country

Country	Categories	Local currency	Excise duty basis	Euro
<b>Malta</b>				
		0,75	EUR / hl / °Plato	
	< 200000 hl	0,375	EUR / hl / °Plato	
<b>Netherlands</b>				
	< 7 °Plato	5,50	€ / hl	
	7 - 11 °Plato	18,84	€ / hl	
	11-15 °Plato	25,11	€ / hl	
	> 15 °Plato	31,40	€ / hl	
	<b>Reduction for breweries producing less than 200,000 hl:</b>			
	< 7 °Plato	5,09	€ / hl	
	7 - 11 °Plato	17,43	€ / hl	
	11-15 °Plato	23,23	€ / hl	
	> 15 °Plato	29,05	€ / hl	
<b>Norway</b>				
	< 0,7 % alc.vol.	276	NOK / hl	32,68
	0,7-2,75 % alc.vol.	276	NOK / hl	32,68
	2,75-3,75 % alc.vol.	1041	NOK / hl	123,26
	3,75-4,75 % alc.vol.	1804	NOK / hl	213,60
	> 4,75 % alc.vol.	403	NOK / hl / °Alc.	47,72
<b>Poland</b>				
		7,79	PLN / hl / °Plato	1,84
	< 20000 hl	25	PLN less per hl	
	up to 70000 hl	12,50	PLN less per hl	
	up to 150000 hl	10	PLN less per hl	
	up to 200000 hl	7,50	PLN less per hl	
<b>Portugal</b>				
	≤ 0,5 % alc.vol.	None		
	0,5-1,2 % alc.vol.	6,91	€ / hl	
	<b>More than 1,2%:</b>			
	< 8°Plato	8,72	€ / hl	
	8°-11°Plato	13,9	€ / hl	
	11°-13°Plato	17,4	€ / hl	
	13°-15°Plato	20,90	€ / hl	
	> 15°Plato	24,45	€ / hl	

# Excise duties on beer

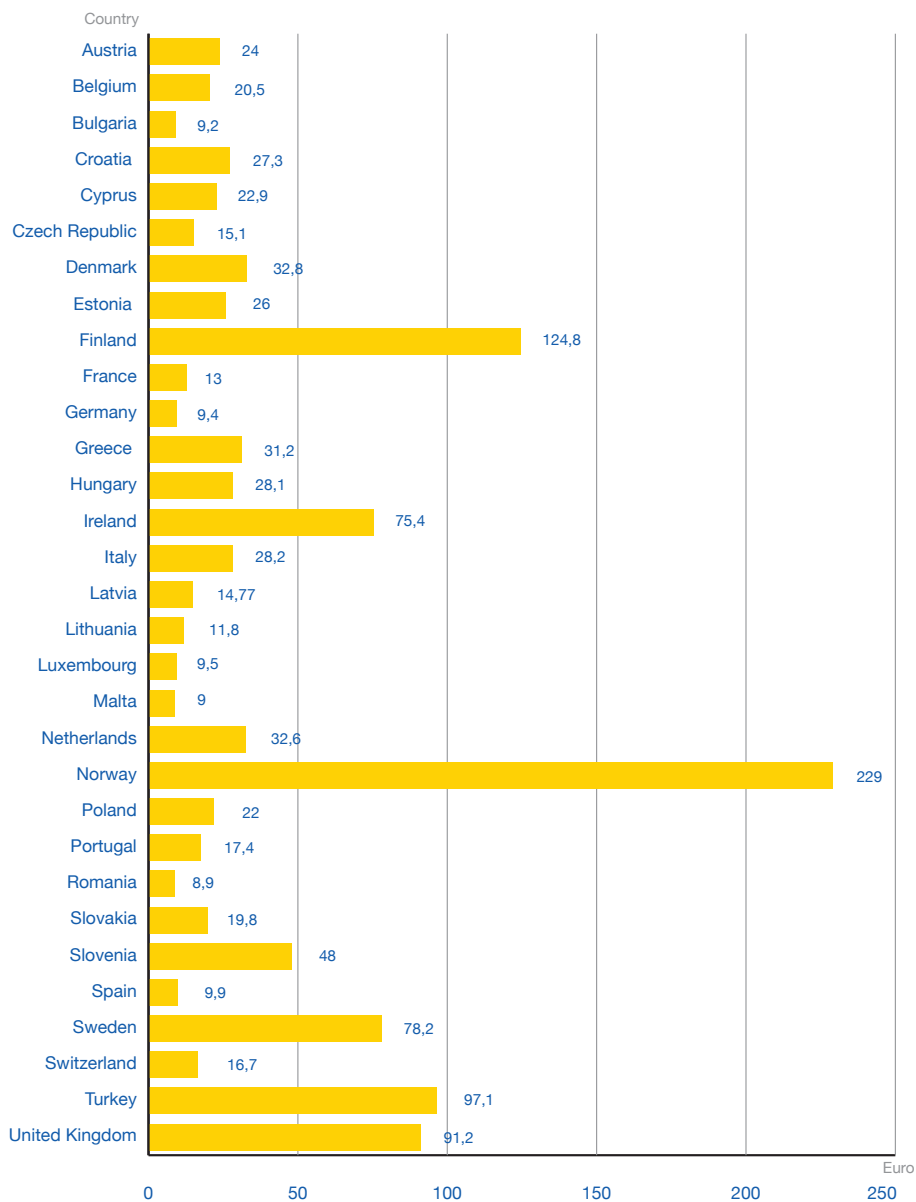
## Per country

Country	Categories	Local currency	Excise duty basis	Euro
<b>Romania</b>				
		3,193	ROL / hl / °Plato	0,748
	< 200000 hl	1,84	ROL / hl / °Plato	0,431
<b>Slovakia</b>				
		1,65	EUR / hl / °Plato	
	< 200000 hl	1,22	EUR / hl / °Plato	
<b>Slovenia</b>				
		10	€ / hl / °Alc.	
<b>Spain</b>				
	< 1,2 % abv.	0	€ / hl	
	1,2 - 2,8 % abv.	2,75	€ / hl	
	2,8 % abv, - 11 °Plato	7,48	€ / hl	
	11 - 15 °Plato	9,96	€ / hl	
	15 - 19 °Plato	13,56	€ / hl	
	> 19 °Plato	0,91	€ / hl / °Plato	
<b>Sweden</b>				
	> 2,8 % alc.vol.	166	SEK / hl / °Alc.	16,29
<b>Switzerland</b>				
	< 0,5 % alc.vol.	0	CHF / hl	
	< 10 °Plato	16,88	CHF / hl	11,13
	10,1 ° - 14°Plato	25,32	CHF / hl	16,70
	> 14,1 °Plato	33,76	CHF / hl	22,26
<b>Turkey</b>				
		44,00	TRL / hl / °Alc.	20,23
<b>United Kingdom</b>				
	0,5 - 1,2 % alc.vol.	None		
	> 1,2 % alc.vol.	17,32	GBP / hl / °Alc.	19,02
	50% reduction for breweries producing less than 5000 hl / year			
	Reduced rates up to 30 000 hl and up to 60 000 hl / year			



# Excise for beer in Europe (€ / HL)

12° Plato or 4.8% Abv - 1st November 2010



## Exchange currency rates

Country	Euro	Local currency
Bulgaria	1 Euro =	1,9558 BGN
Croatia	1 Euro =	7,3114 HRK
Czech Republic	1 Euro =	25,42 CZK
Denmark	1 Euro =	7,4449 DKK
Estonia	1 Euro =	15,6466 EEK
Hungary	1 Euro =	270,26 HUF
Latvia	1 Euro =	0,7083 LVL
Lithuania	1 Euro =	3,4528 LTL
Norway	1 Euro =	8,4455 NOK
Poland	1 Euro =	4,2450 PLN
Poland	1 Euro =	4,2450 PLN
Romania	1 Euro =	4,2688 RON
Sweden	1 Euro =	10,1890 SEK
Switzerland	1 Euro =	1,5165 CHF
Turkey	1 Euro =	2,175 TRY
United Kingdom	1 Euro =	0,9109 GBP

European Central Bank, 1 October 2009  
 OJ, C 237, Vol. 52, 2 October 2009, p. 4



# Methodology

The data for this leaflet comes mainly from input provided by national brewers associations to The Brewers of Europe over the years, as well as from a new questionnaire released in April 2010.

With the received data the corresponding tables have been prepared and checked with the interlocutors from different countries. Therefore, unless indicated otherwise, 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. They were used in the following order of priority:

- 1) National brewers associations data
- 2) Eurostat
- 3) National statistics or other sources
- 4) Canadean Global beer trends 2009 edition (September 2009)

For excise duties data comes from national brewers associations, further adjusted with information coming from national fiscal authorities compiled by the European Commission Directorate General for Taxation and Customs Union.

Whilst The Brewers of Europe has proceeded to ensure the accuracy of the presented information, it accepts no legal responsibility for any errors, omissions or misleading statements present in this publication caused by negligence or otherwise.



## Acknowledgments

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

In particular we also thank those national associations who helped the Secretariat in giving the final form to the questionnaire prepared for the purpose of the statistical survey.

Additionally, we thank Canadean for allowing us the use of their data in the respective categories.



# Contact details of national brewers associations

## **Austria**

Verband der Brauereien Österreichs  
Tel.: (43) 1 713 15 05  
www.bierserver.at

## **Croatia**

Affiliation of Beer,  
Malt and Hop producers  
Tel.: (385) 1 4561643 / 4826068

## **Denmark**

Bryggeriforeningen  
Tel.: (45) 72 16 24 24  
www.bryggeriforeningen.dk

## **France**

Brasseurs de France  
Tel.: (33) 1 42 66 29 27  
www.brassers-de-france.com

## **Hungary**

Association of Hungarian Brewers  
Tel.: (36) 1 486 0536/537  
www.sorszovetseg.hu

## **Latvia**

Latvian beer brewery association  
Tel.: (37) 12910 7778

## **Malta**

The Malta Chamber of Commerce,  
Enterprise and Industry  
www.maltachamber.org.mt

## **Poland**

The Union of Brewing Industry  
Employers in Poland - Polish  
Brewers  
Tel.: (48) 22 850 91 15  
www.browary-polskie.pl

## **Slovakia**

Slovak Beer and Malt Association  
www.apcv.pt

## **Sweden**

Sveriges Bryggerier AB  
Tel.: (46) 8 762 6550  
www.sverigesbryggerier.se

## **United kingdom**

British Beer and Pub Association  
Tel.: (44) 207 627 91 20  
www.beerandpub.com

## **Belgium**

Belgian Brewers  
Tel. : (32) 2 511 49 87  
www.beerparadise.be

## **Cyprus**

Cyprus Brewers Association  
Tel : (357) 22 88 98 00

## **Estonia**

Eesti Õlletootjate Liit  
Tel. (372) 65 08 301  
www.eestiolu.ee

## **Germany**

Deutscher Brauer-Bund e.V.  
Tel: (49) 30 209167-0  
www.brauer-bund.de

## **Ireland**

The Irish Brewers' Association  
Tel. : (353) 1 6051558  
www.abfi.ie

## **Lithuania**

Lithuanian Breweries Association  
Tel : (370) 52 498 495

## **The Netherlands**

Nederlandse Brouwers  
Tel. (31) 70 31 80 710  
www.nederlandsebrouwers.nl

## **Portugal**

APCV - Associação Portuguesa  
dos Produtores de Cerveja  
Tel. (351) 21 710 1777

## **Slovenia**

Association of Slovene Brewers  
Tel. (386) 1 4717 310

## **Switzerland**

Swiss Breweries' Federation  
Tel. : (41) 44 221 26 28  
www.bier.ch

## **Bulgaria**

Union of Brewers in Bulgaria (UBB)  
Tel./fax: (359) 2 989 40 24  
www.pivovari.com

## **Czech republic**

Czech Beer and Malt Association  
Tel.: (420) 224 910 641  
www.cspas.cz

## **Finland**

Panimoliitto  
Tel.: (358) 91 48 87 1  
www.panimoliitto.fi

## **Grece**

Greek Brewers' Association  
Tel.: (30) 210 538 42 87

## **Italy**

Associazione degli Industriali  
della Birra e del Malto  
Tel.: (39) 06 54 393 201  
www.assobirra.it

## **Luxemburg**

Fédération des Brasseurs  
Luxembourgeois  
Tel.: (352) 43 53 66 1

## **Norway**

Norwegian Brewers  
Tel.: (47) 23 08 86 96  
www.bryggeriforeningen.no

## **Romania**

Brewers of Romania  
Tel.: (40) 21 317 29 77  
www.berariromaniei.ro

## **Spain**

Cerveceros de España  
Tel.: (34) 91 308 67 70  
www.cerveceros.org

## **Turkey**

Beer and Malt Producers'  
Association of Turkey  
Tel.: (90) 312 419 35 18  
www.biramalt.com







The Brewers of Europe

Rue Caroly 23 - 25  
B - 1050 Brussels  
Belgium

Tel: +32 2 - 551 18 10

Fax: +32 2 - 660 94 02

[info@brewersofeurope.org](mailto:info@brewersofeurope.org)  
[www.brewersofeurope.org](http://www.brewersofeurope.org)