



National Beer Wholesalers Association

Industry Fast Facts

The U.S. Beer Industry

In 2014, the U.S. beer industry shipped and sold 206 million barrels of beer – equivalent to more than 2.8 billion cases.

Source: U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) and U.S. Commerce Department, 2014.

In 2014, 86 percent of all beer was domestically produced, and 14 percent was imported from more than 100 countries from around the world.

Source: TTB and U.S. Commerce, 2014.

Based on beer shipment data and U.S. Census population statistics, U.S. consumers 21 years and older consumed 27.5 gallons of beer per person during 2014.

Source: NBWA Industry Affairs, 2015.

The U.S. beer industry sells more than \$100 billion in beer and malt-based beverages to U.S. consumers each year.

Source: Beer Institute Annual Report, 2014.

Number of Breweries – 2013:

There were 2,812 reporting breweries in United States in 2013.

Almost a quarter of these breweries were classified as a brewpub that only brews for direct to consumer sale on its brewery-restaurant premises.

Brewpubs typically brew less than 1,000 barrels (31,000 gallons) of beer per year.

Brewers By Production Size - CY 2013	Count of Breweries	Share
1 - 1,000 barrels (31 gallons)	1,985	70.6%
1,001 - 7,500	552	19.6%
7,501 - 15,000	79	2.8%
15,001 - 30,000	49	1.7%

30,001 - 60,000	53	1.9%
60,001 - 100,000	25	1%
100,001 - 1,999,999	48	2%
2,000,000 - 6,000,000	4	0%
6,000,001 plus	17	1%
Total barrels (31 gallons)	2,812	100.0%

Source: TTB, 2014

Number of Permitted Breweries – 2014:

The industry structure has changed significantly over the past 30 years.

In 1983, there were 49 breweries.

Source: *Brewers Almanac, 2013.*

In 2014, there were more than 4,500 active permitted breweries in the U.S.

Source: TTB, 2014.

Many of these breweries are in planning and may not be brewing beer yet.

TTB Active Brewery Permits by State, 2014

State	Count	State	Count	State	Count
Alabama	24	Kentucky	31	North Dakota	8
Alaska	27	Louisiana	16	Ohio	131
Arizona	70	Maine	68	Oklahoma	18
Arkansas	20	Maryland	49	Oregon	234
California	598	Massachusetts	95	Pennsylvania	218
Colorado	285	Michigan	231	South Carolina	36
Connecticut	44	Minnesota	99	South Dakota	14
Delaware	13	Mississippi	8	Tennessee	60
District of Columbia	12	Missouri	69	Texas	145
Florida	138	Montana	60	Utah	24
Georgia	44	Nebraska	33	Vermont	49
Hawaii	20	Nevada	32	Virginia	102
Idaho	45	New Hampshire	40	Washington	294
Illinois	144	New Jersey	43	West Virginia	11
Indiana	108	New Mexico	55	Wisconsin	159
Iowa	57	New York	235	Wyoming	27
Kansas	27	North Carolina	139	Total	4,526

Market Share of Brewers:

The share of market for the top five brewers and importers has changed significantly over the past five years.

Since 2009, more than 7 percent of the market has shifted from large brewers and importers to smaller brewers and importers.

The continued growth in small upstart breweries makes the U.S. beer market a dynamic and competitive industry.

Brewer\Importer	2009 Market Share	2014 Market Share
Anheuser-Busch InBev	48.9%	44.2%
Miller Coors, LLC	29.5%	26.0%
Constellation\Crown Imports	5.1%	6.7%
Heineken USA	4.0%	3.9%
Pabst Brewing	2.7%	2.5%
All Other Brewers and Importers	9.8%	16.7%

Source: Beer Marketer's Insights, 2014

Beer Distribution

Beer distribution has seen significant changes as well. Over the years, the number of beer distributors has fallen from 4,595 in 1980 to 3,333 in 2013.

However, similar to brewing, the number of new entrants into the alcohol beverage wholesaling sector has increased significantly.

According to data from the TTB, the number of licensed alcohol beverage wholesalers has increased in each of the past three years.

TTB Active Alcohol Wholesaler Permits (Beer, Wine and Spirits)			
Year	# of Permits	New Permits	Growth
2012	23,519		
2013	25,419	1,900	8.1%
2014	27,182	1,763	6.9%

Packaging and SKUs

SKU and package variety in the marketplace also has grown significantly over time.

A “stock keeping unit” is the primary way retailers, distributors and brewers keep track of their beer inventory in the marketplace.

Across the economy and over time consumers have changed the way they shop. In response, new retail stores – from discounters, to big box, to category killers and convenience – now all demand more specialized and specific packaging to fit their customer needs.

In 1996, the typical distributor delivered 190 unique SKUs. In 2013, the average was more than 657.

NBWA Distributor Packaging SKU Counts

<u>Year</u>	<u>Number of SKUs</u>
1996	190
2003	200
2007	262
2009	470
2011	536
2013	657

Source: NBWA Productivity Report

Beer is the Preferred Beverage of Choice

According to the Gallup Poll, 36% of people do not consume alcohol.

Although there have been articles about widespread shifts of legal drinkers from beer to spirits or wine, the annual Gallup survey has shown remarkable stability in consumer preferences over the past decade.

<u>Year</u>	<u>Beer</u>	<u>Wine</u>	<u>Spirits</u>
2001	46%	31%	18%
2002	44%	30%	22%
2003	42%	33%	22%
2004	39%	33%	24%
2005	39%	36%	21%

2006	41%	33%	23%
2007	40%	34%	22%
2008	42%	31%	23%
2009	40%	34%	21%
2010	41%	32%	21%
2011	36%	35%	23%
2012	39%	35%	22%
2013	36%	35%	23%
2014	41%	31%	23%

Source: Gallup Poll