

STATE OF THE BEER INDUSTRY

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2023 DEPLETIONS / STRS



Beer

-3.4%



On-Premise

-2.8%



Off-Premise

-3.5%

Source: Beer Institute STR (2023)



IMPORT SEGMENT HAD STRONG 2023

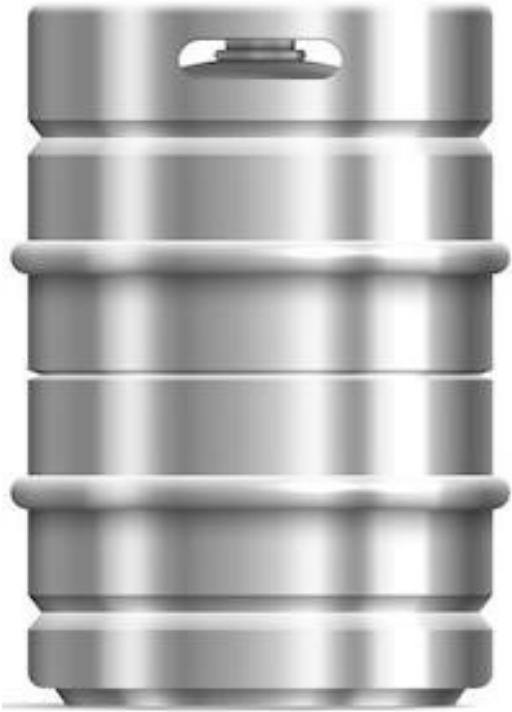
Sales-to-Retailer (STR) by Segment



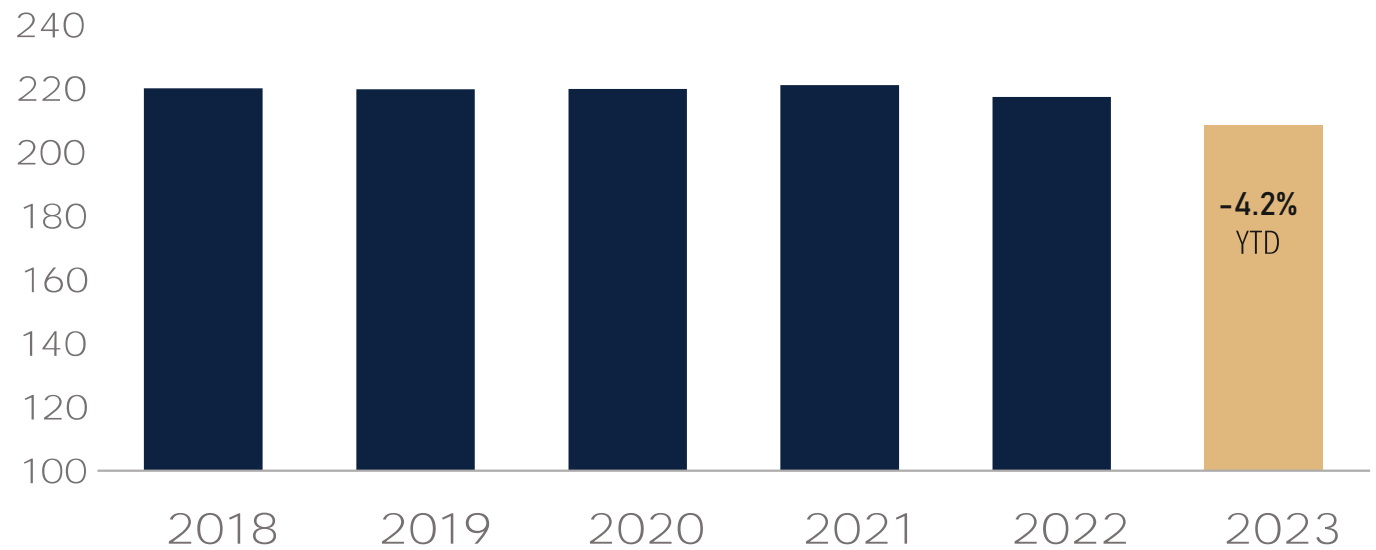
Source: Beer Institute STR (2023)



2023 SHIPMENTS BEHIND RECENT YEARS



U.S. BEER SHIPMENTS IN HECTOLITERS IN MILLIONS
YEARTO DATE (JANUARY TO NOVEMBER)

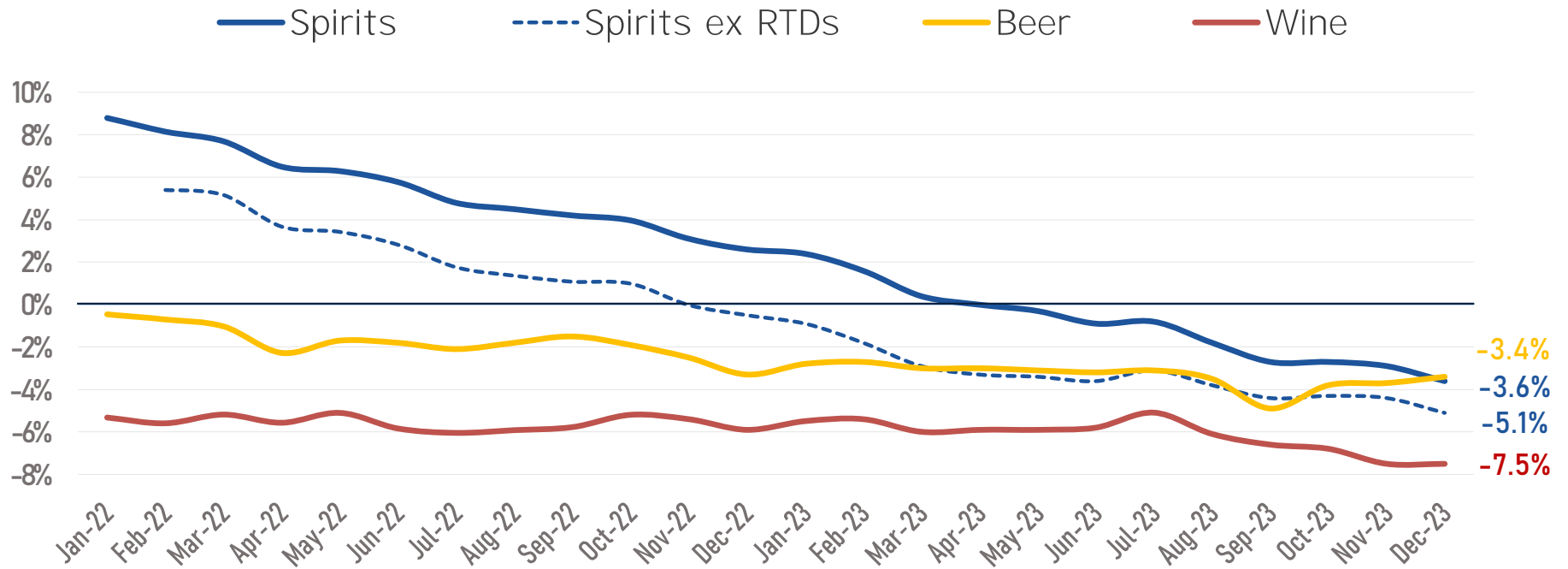


Source: Beer Institute, Beer/Malt Shipments; YTD 2023 subject to revision



LIQUOR ON STEEPEST DECLINE ACROSS ALCOHOL

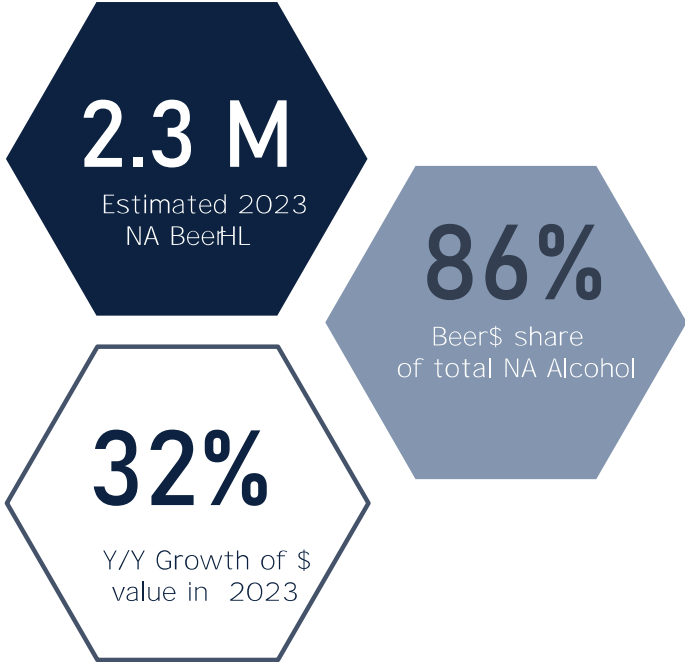
DEPLETIONS - VOLUME % CHANGE - 12 MONTHS ROLLING



Source: Beer Institute SipSource



NO-ALCOHOL BEER SMALL BUT GROWING SHARE



Source: Beer Institute; NIQ



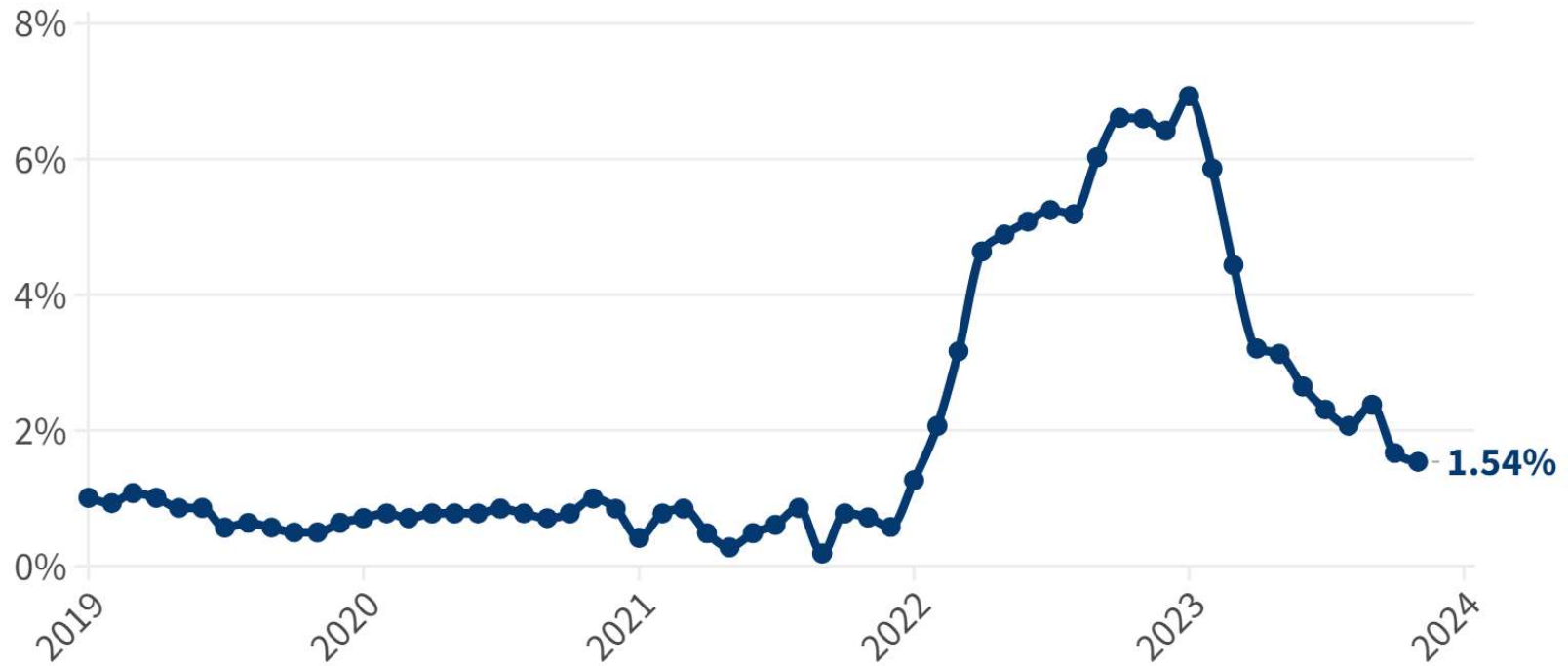
2024 IS THE YEAR FOR BEER

1. Pandemic disruptions in the rearview mirror
2. Consumers more certain about the future
3. Strong macroeconomic growth outlook



PRODUCER PRICES STABLIZING

Producer Price Inflation Rate for Breweries

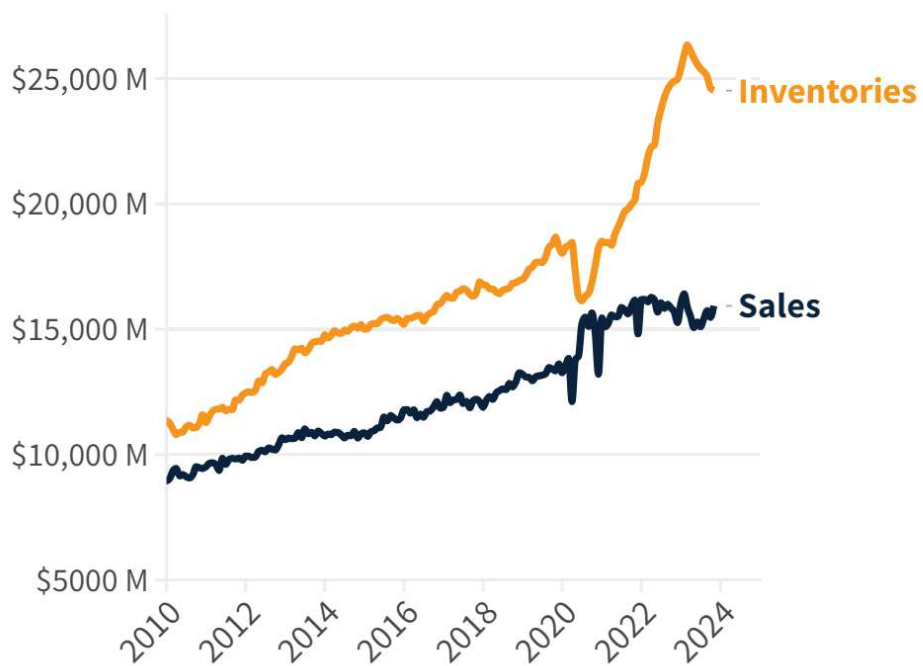


Source: Bureau of Labor Statistics



INVENTORIES COMING BACK TO BALANCE

Beverage Alcohol Inventories and Sales (Millions of Dollars)



Ratio of Inventories to Sales

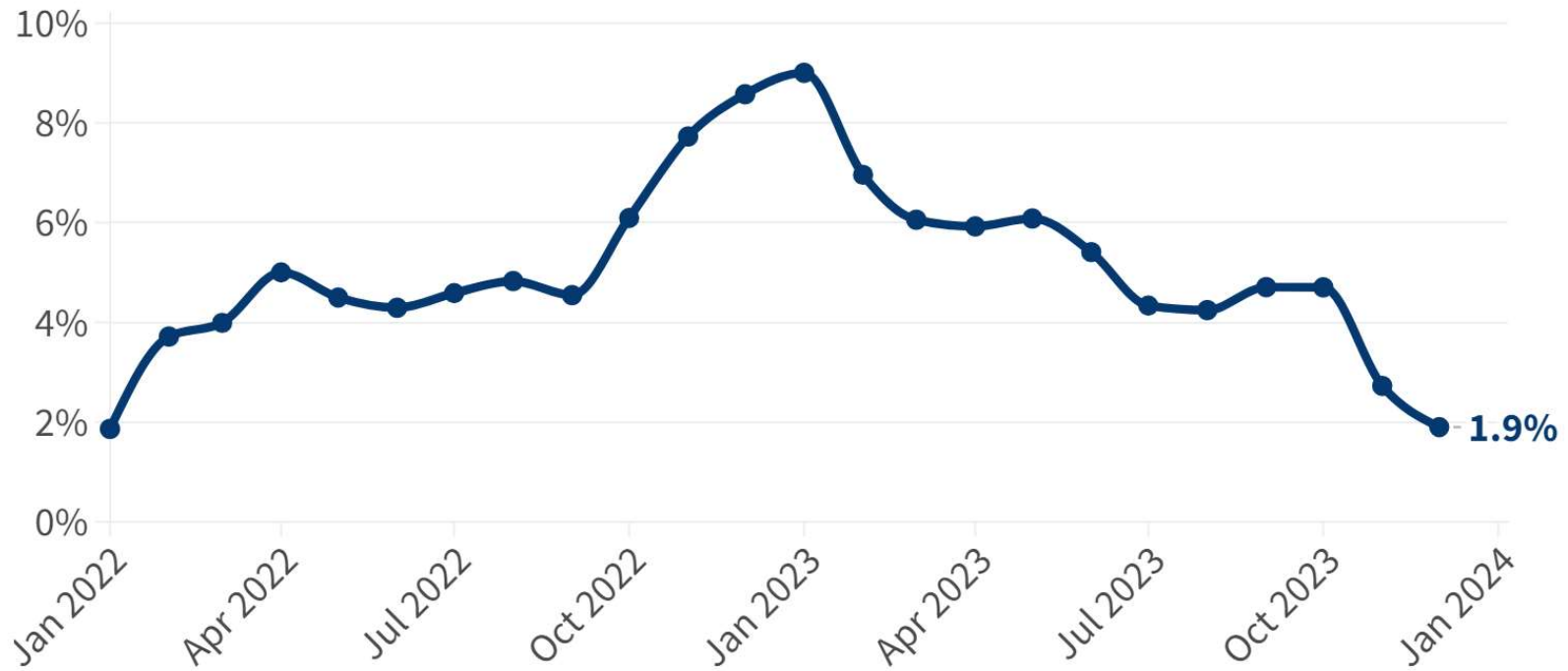


Source: Census Bureau



CONSUMER PRICES STABILIZING

Rate of Inflation: Beer at Home

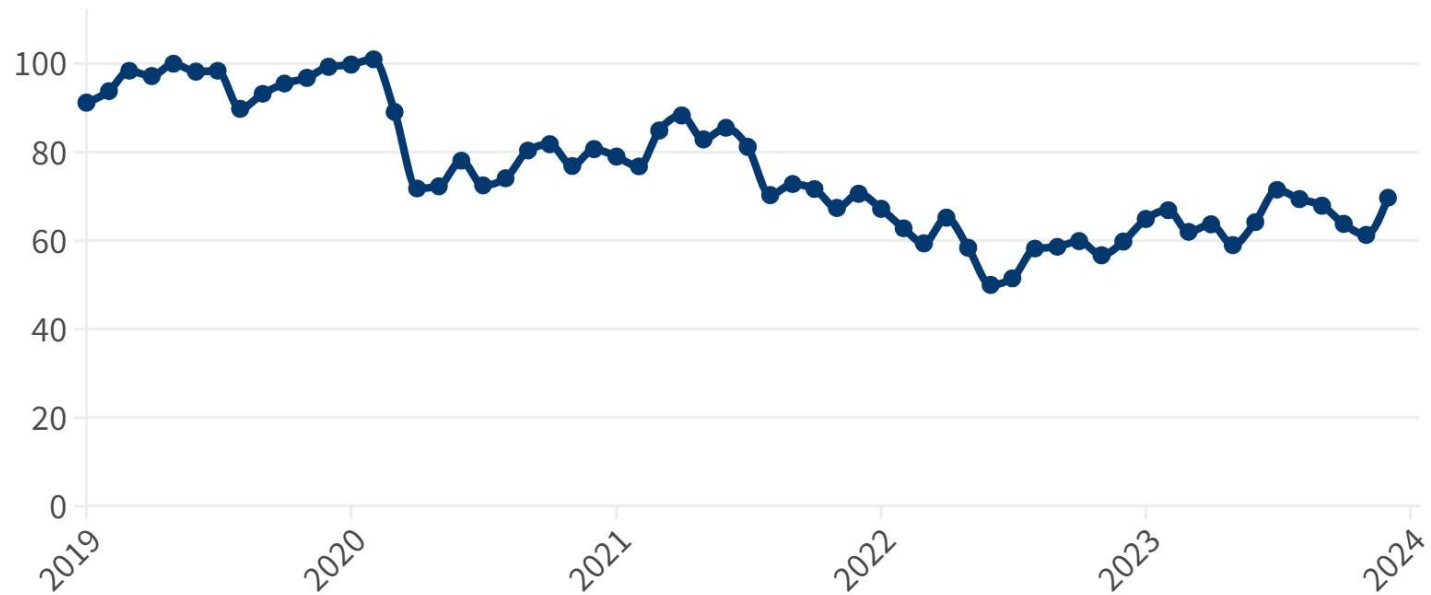


Source: Bureau of Labor Statistics



CONSUMER CONFIDENCE WILL REBOUND

University of Michigan Consumer Confidence Index

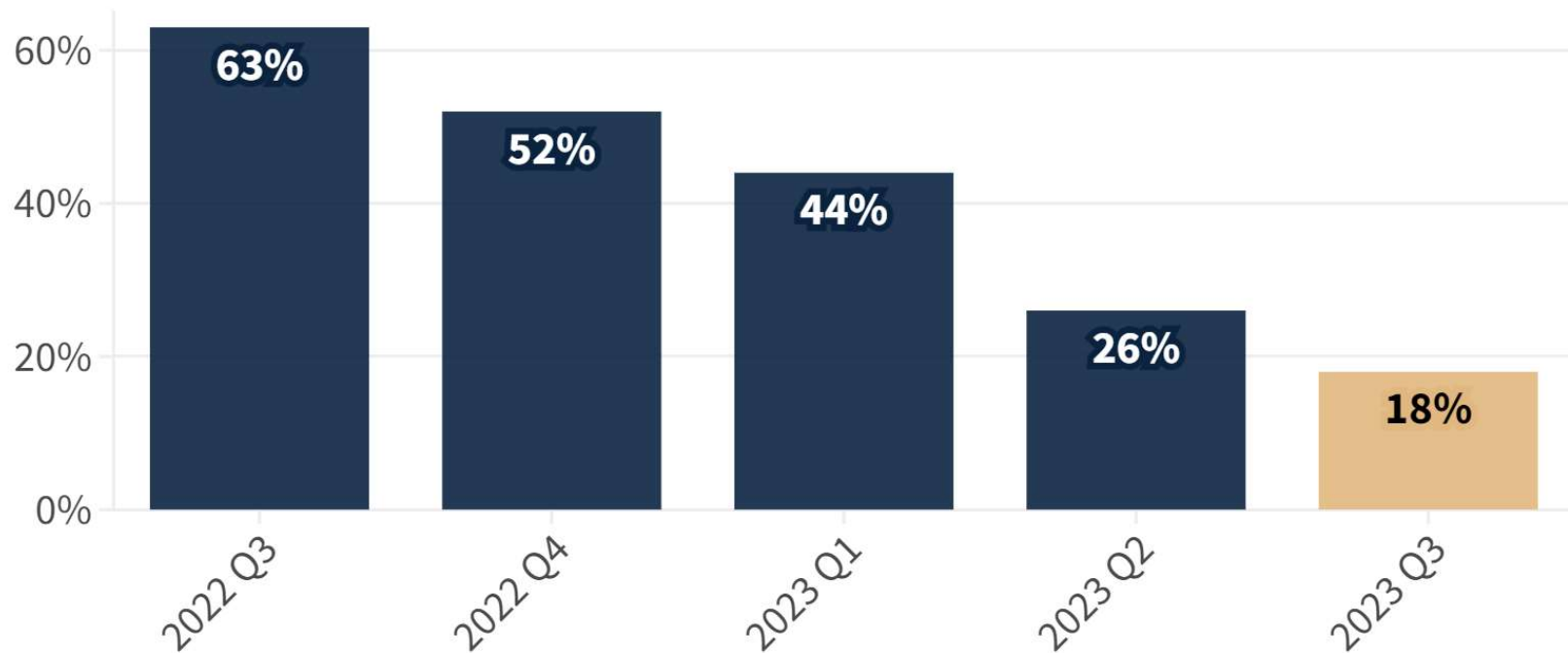


Source: University of Michigan



MACRO GROWTH FORECAST IS OPTIMISTIC

Percent of Economists Expecting a Recession in the Next 12 Months



Source: National Association for Business Economics (Business Conditions Survey)



WHAT THIS MEANS FOR BEER



1. More certain economic landscape
2. Volume will be flat to low single digit growth in 2024
3. Beer has staying power and will continue to outperform wine and core spirits

LET'S CELEBRATE THE ECONOMIC IMPACT OF OUR INDUSTRY

Beer is the largest contributor to economic activity and creates more jobs than any other beverage alcohol in the U.S.

The beer industry generates:

- More than \$409 billion for the U.S. economy
 - \$132.6 billion in wages and benefits
 - 2.4 million jobs



Source: Beer Serves America 2022 (beerservesamerica.org)





Cheers!

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