



FACTSHEET

The Contribution made by Beer to the European Union economy

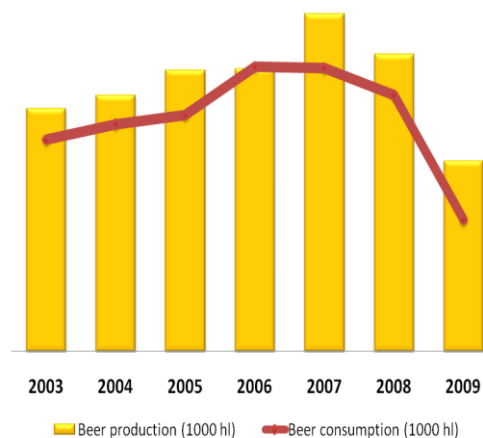
The brewing sector is important to the European economy:

- Annual sales in the EU-27 total €110 billion.
- 2.1 million jobs are directly or indirectly due to the production and sale of beer.
- Approximately 17% (66 million hectolitres) of European beer production is exported.

However, the brewing sector contracted significantly following the economic downturn:

- There are around 3,300 breweries with a combined production of 386 million hectolitres of beer, 6% down on 2008.
- Beer consumption decreased by 4% from 374 million hectolitres in 2008 to 359 million hectolitres in 2009.

Beer production and consumption in EU



Having a crucial impact on the wider economy:

- Total employment attributed to the production and sale of beer decreased by 9% from 2.3 million jobs in 2008 to 2.1 million in 2009.
- The total value-added attributed to the production and sale of beer in the EU-27 decreased in the same period by 8%.

Impact on government revenues:

- Total government revenues arising from beer in terms of VAT, excise, income taxes, payroll taxes and social security contributions are estimated at €51 billion, equivalent to 46% of total sales value in 2009.
- Excise revenues from beer, estimated at approximately €8.7 billion in 2009, contribute significantly to national governments' coffers.
- Despite rising VAT and excise rates in a number of Member States, total revenues between 2008 and 2009 for the 27 national governments decreased by 6% (€3.4 billion), with excise duty revenues falling from €9.7 billion to €8.7 billion, an 11% drop.

Findings from a study by Ernst & Young and Regioplan Policy Research on the economic impact of the production and sale of beer in the European Union (EU-27) for 2009, available at <http://www.brewersofeurope.org/asp/publications/index.aspx>.