Rise of China in the past, Africa important for the future

Over the past two decades, there have been major global transformations with significant impact on the consumption trends and patterns of beer. European-based brewers are now focusing on trends in the emerging markets: income growth, positive demographics and urbanization.

As the European brewers demonstrate, the continued prosperity of the EU depends on connecting to the growth of developing countries and therefore it is ever more important for policy makers and business leaders to understand the dynamics and interplay of the global changes.

The combination of future economic development, demographic changes, increasing urbanisation and consumption patterns points to Sub-Saharan Africa to be crucial to future growth for the global brewing industry, especially in terms of investment targeting the mid to long term.

Trade contributes to growth and jobs in and outside of EU

In 2012, the EU brewing sector was responsible for 2.3 million jobs in the EU across the supply chain from the agric rural sector to the hospitality sector. The brewing sector also contributed a trade surplus amounting to 3 billion euros in 2012.

Important for the WTO and regional agreements

The EU brewing sector has grown exponentially with the EU internal market and supports the EU’s commitment to further developing the internal market. Going forward, the continual success of the EU brewing sector relies on the EU continuing its internal market to the rest of the world.

EU’s importance for the WTO and regional agreements

EU members both import and export beer

Beer connects Europe with the world

Global significance of trade and investment by the EU brewing sector (1993–2012)

Beer trading is not only an economic exchange, but also an exchange of culture and prestige.

The European brewing sector is increasingly global. This is reflected in the growth of small and medium-sized brewers in the EU as well as innovation within the category by small and big brewers alike.

New styles of beer and flavors are constantly introduced. Low and zero % alcohol beer is also a growing trend, allowing consumers to enjoy beer at different moments.

The EU brewing sector has demonstrated its resilience, entrepreneurial spirit and leadership and will continue to innovate and lead the global beer development in the future.

Innovation, Resilience and Entrepreneurship

Focus on sustainable development for future growth strategies

European brewers are major investors in emerging countries. Beer is not just traded; European brewers constantly invest in local communities, provide jobs, new materials for local brands. This contributes directly to development and prosperity in emerging countries: through employment, investment in infrastructure, improving supply chain management, and commitment to sustainability through supplier and human rights codes, adhering to global standards.

Further growth both within and outside of EU will very much rely on continued trade liberalization measures, strengthening economic relations as well as supportive legislative and governance frameworks that enable the sustainable development of the whole supply chain covering issues ranging from employment, taxation, sustainable production and consumption, to environmental policy, food safety and food security.

EU28 is centrally connected for both trade and investment

The importance of the European brewing sector in European trade with the rest of the world is demonstrated by the central position and structural linkages of EU28 member countries.

Trade data of EU28 members extend to 123 countries in the world

EU28 is centrally connected for both trade and investment.

The beer trading network in the world shows that EU28 is centrally connected with the rest of the world through trading ties.

The lines represent the traded quantity in hectoliters between two countries grouped by region showing that EU28 member countries are centrally connected with the rest of the world. The map is based on data from the EU28 brewers' annual report, 2014, and shows the extent of the beer trade network.

The EU brewing sector has benefitted from the EU trade policy of liberalization and opening new markets, and one can see the open and global nature of the EU brewing sector. Trade contributes to the EU policy agenda of remaining an open and transparent economy.

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