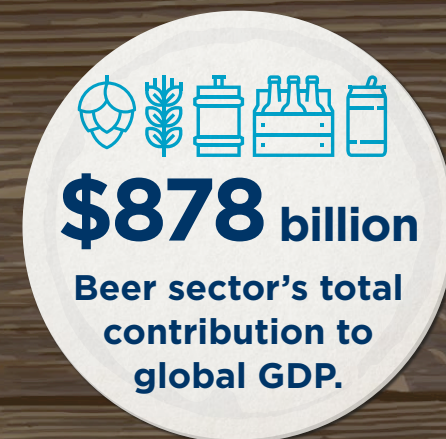
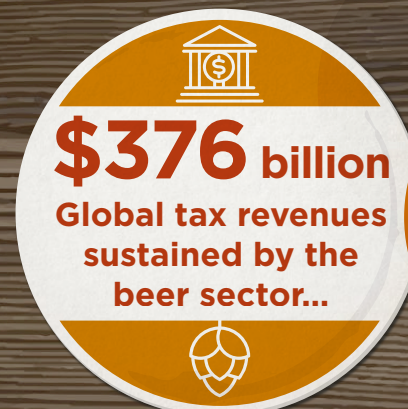
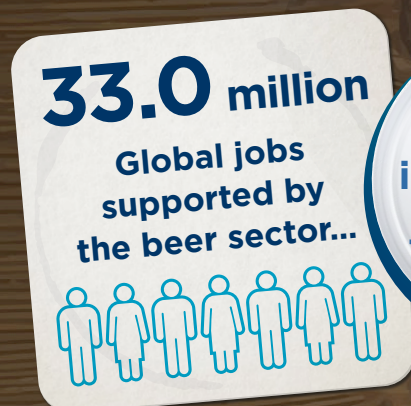




THE GLOBAL BEER SECTOR'S ECONOMIC FOOTPRINT



For every **\$1 million** in direct GDP generated by the global brewers, a further **\$8 million** in GDP was supported by the beer sector.



LOWER INCOME COUNTRIES



The average share of national GDP supported by the beer sector in low- and lower-middle-income countries in 2023, compared to **0.8%** in high income countries.

LOCAL ECONOMIES



of brewers' supplier spending was with businesses local to the country of production.

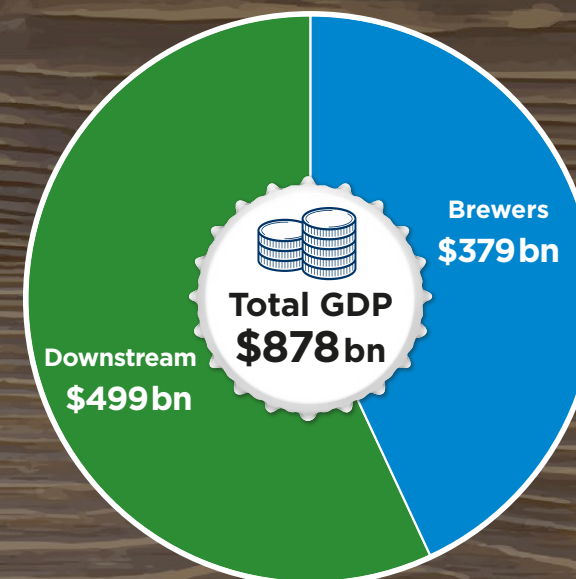
KEY SECTORS



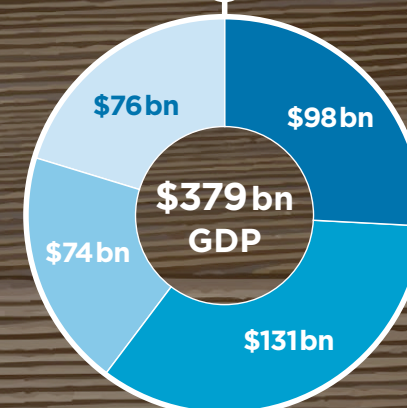
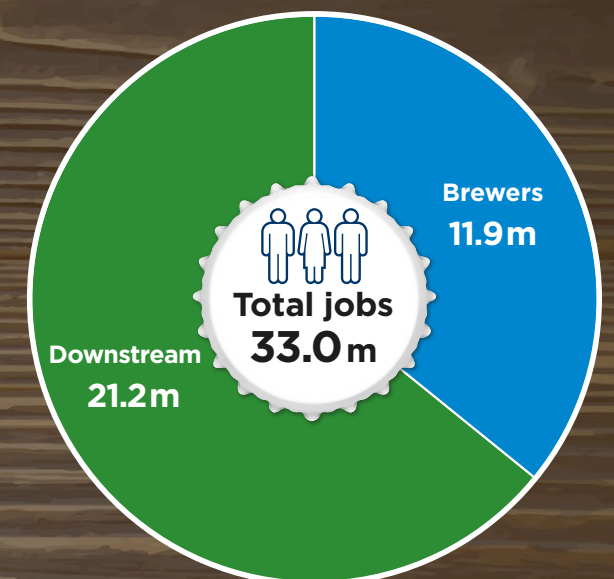
agricultural jobs supported across the globe. Brewers spent **\$10.6 billion** on agricultural raw materials.

Full country results available at our [interactive microsite](#).

GDP IMPACT



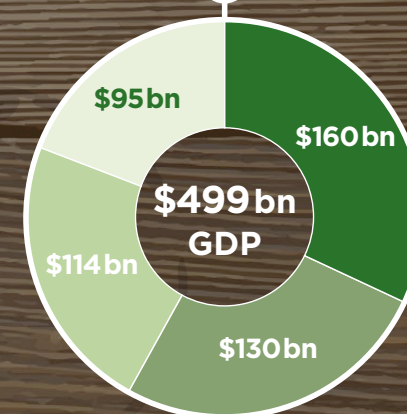
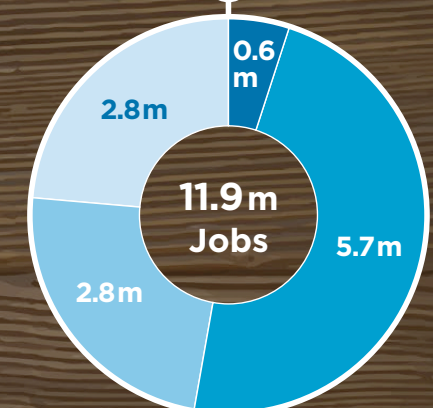
EMPLOYMENT IMPACT



Brewers



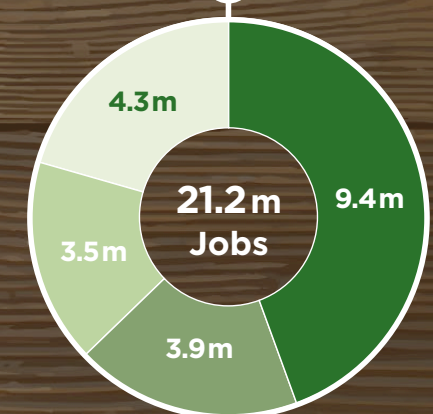
- Direct
- Supply Chain
- Wage-induced
- Supply Chain Investments



Downstream Value Chain



- Direct
- Supply Chain
- Wage-induced
- Supply Chain Investments



TAX IMPACT



Brewers \$86 bn



Downstream value chain \$126 bn



Beer sales tax* \$163 bn



Total \$376 bn

* Including excise and VAT.

Note: Subtotals may not sum to totals due to rounding.