



**Joh. Barth & Sohn**  
hops are our world

THE BARTH REPORT AND GERMAIN HANSMANNELE PRESENT

# Market Leaders and their Challengers in the Top 50 Countries



JOH. BARTH & SOHN GmbH & Co. KG  
Freiligrathstr. 7 – 9  
90482 Nürnberg  
Telefon: +49-911-54 89-0  
Fax: +49-911-54 89-330  
E-Mail: [info@johbarth.de](mailto:info@johbarth.de)

Germain Hansmaennel  
8 A rue du Maire Kuss  
B.P. 48, 67068 Strasbourg  
Telefon: +33-6-08 89 57 46  
Fax: +33-3-88 32 67 17  
E-Mail: [ghansmaennel@aol.com](mailto:ghansmaennel@aol.com)

# North America

# Western-Europe

## 12 Canada

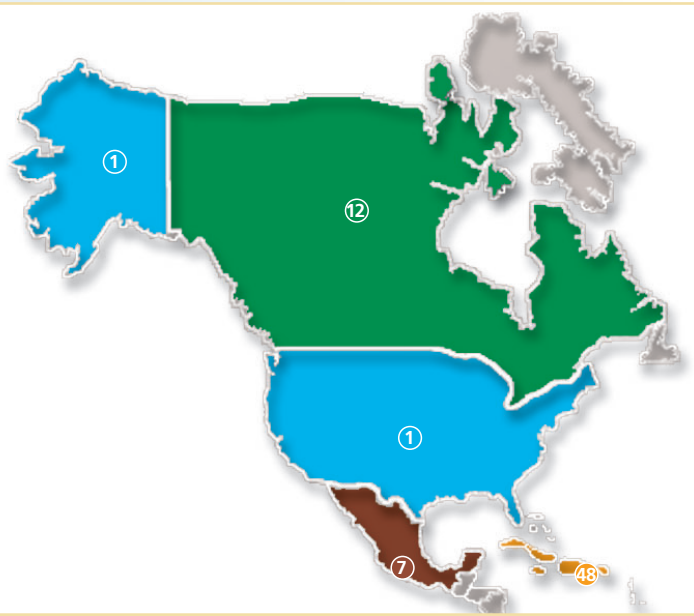
POP 30,5  
PROD 23,9  
GNP 843

- 1 MOLSON
- 2 LABATT
- others 18 %

## 7 Mexico

POP 97  
PROD 62,3\*  
GNP 872

- 1 MODELO
- 2 FEMSA INTERNATIONAL



## 1 USA

POP 283,2  
PROD 231  
GNP 9926

- 1 ANHEUSER-BUSCH
- 2 MILLER, SOUTH AFRICAN BREWERIES
- 3 COORS
- others 18 %

## 48 Dominican Rep

POP 8,4  
PROD 3,2\*  
GNP 48,3

- 1 NAC DOMINICANA
- 2 BOHEMIA

## 8 U.K.

POP 59,4  
PROD 56,8  
GNP 1314

- 1 SCOTTISH COURAGE
- 2 INTERBREW
- 3 CARLSBERG-TETLEY
- others 30 %

## 27 Ireland

POP 3,8  
PROD 8,7  
GNP 97,2

- 1 GUINNESS
- 2 MURPHY, HEINEKEN

## 19 Belgium

POP 10,2  
PROD 15,0  
GNP 260,2

- 1 INTERBREW
- 2 ALKEN-MAES, SCOTTISH COURAGE
- 3 MARTENS BOCHOLT

## 16 France

POP 59,2  
PROD 18,9  
GNP 1333

- 1 KRONENBOURG, SCOTTISH COURAGE
- 2 HEINEKEN FRANCE

## 34 Portugal

POP 10  
PROD 6,6  
GNP 161

- 1 UNICER, CARLSBERG
- 2 SCC CENTRAL DE CERVEJAS, SCOTTISH COURAGE

## 9 Spain

POP 39,9  
PROD 27,7  
GNP 712,5

- 1 HEINEKEN SPAIN
- 2 MAHOU
- 3 DAMM

## 22 Italy

POP 57,5  
PROD 12,6  
GNP 1278

- 1 PERONI
- 2 HEINEKEN ITALIA
- 3 CARLSBERG ITALIA

## 47 Switzerland

POP 7,1  
PROD 3,5  
GNP 194

- 1 FELTSCHLÖSCHEN, CARLSBERG
- 2 HEINEKEN CH
- 3 EICHHOF

## 28 Austria

POP 8  
PROD 8,6  
GNP 203

- 1 BRAU UNION
- 2 STIEGL
- 3 OTTAKRINGER

## 10 The Netherlands

POP 15,8  
PROD 25,2  
GNP 383

- 1 HEINEKEN
- 2 BAVARIA
- 3 GROLSCH

## 43 Greece

POP 10,6  
PROD 4,0\*  
GNP 411

- 1 HEINEKEN
- 2 MYTHOS
- 3 HELINIK



## 39 Sweden

POP 8,8  
PROD 4,4  
GNP 201

- 1 CARLSBERG SVERIGE
- 2 SPENDRUPS BRYGGERI AB

## 42 Finland

POP 5,2  
PROD 4,1  
GNP 120

- 1 HARTWALL, SCOTTISH COURAGE
- 2 SINEBRYCHOFF AR, CARLSBERG

## 30 Denmark

POP 5,3  
PROD 7,2  
GNP 138

- 1 CARLSBERG
- 2 FAKSE, BYGGERIGRUPPEN

## 3 Germany

POP 82  
PROD 108,5  
GNP 1949

- 1 HOLSTEN
- 2 BINDING
- 3 BRAU UND BRUNNEN AG

# OCEANIA

# CENTRAL & SOUTH

## 18 Australia

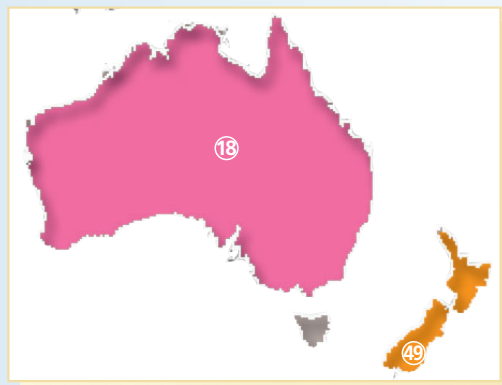
POP 19,1  
PROD 17,4  
GNP 466

- 1 FOSTERS BREWING GROUP
- 2 LION NATHAN AUSTRALIA

## 49 New Zealand

POP 3,8  
PROD 3,1  
GNP 74\*

- 1 LION NATHAN
- 2 ASIA PACIFIC/ DOMINION/ BREWING HEINEKEN



## 14 Venezuela

POP 24,1  
PROD 21,8\*  
GNP 130,3

- 1 POLAR
- 2 REGIONAL
- 3 BRAHMA, AMBEV

## 4 Brazil

POP 170,4  
PROD 84  
GNP 1181

- 1 AMBEV
- 2 KAISER, MOLSON
- 3 SCHINCARIOL

## 23 Argentina

POP 37,1  
PROD 12,4  
GNP 449

- 1 AMBEV/QUILMES/ HEINEKEN
- 2 CCU ARGENTINA

## 44 Chile

POP 15,2  
PROD 4,0  
GNP 130

- 1 CCU BRAUHOOLDING, ANHEUSER-BUSCH
- 2 QUILMES

## 20 Colombia

POP 42,1  
PROD 13,5\*  
GNP 238

- 1 BAVARIA

## 37 Peru

POP 25,7  
PROD 5,3  
GNP 117

- 1 BACKUS Y JOHNSTON S. A. A.

# AFRICA

## 33 Nigeria

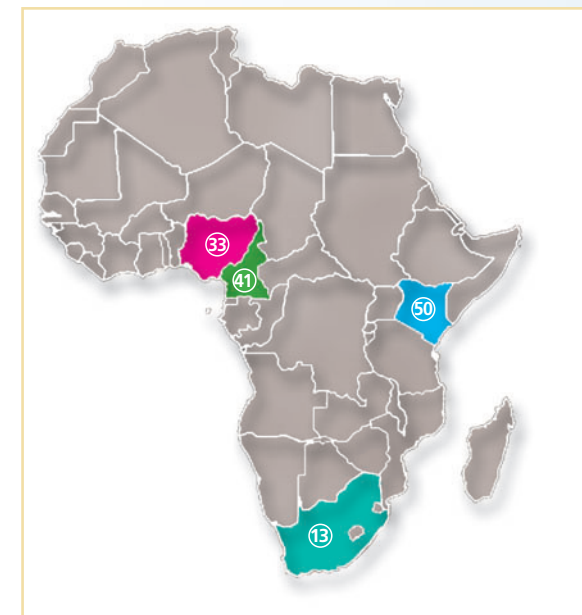
POP 113  
PROD 6,7\*  
GNP 107\*

- 1 NIGERIAN BREWERIES, HEINEKEN
- 2 GUINNESS NIGERIA

## 41 Cameroon

POP 15  
PROD 4,1  
GNP 24

- 1 SOUTH AFRICAN BREWERIES, CAMEROON
- 2 GUINNESS CAMEROON



## 50 Kenya

POP 30  
PROD 2,6  
GNP 4

- 1 KENYA BREWERIES LTD.

## 13 South Africa

POP 43,3  
PROD 22,5  
GNP 385\*

- 1 SOUTH AFRICAN BREWERIES



For further informations, please visit our Website : [www.beerworldmonopoly.com](http://www.beerworldmonopoly.com)

Ranking according to market share.

\*Estimated

POP = Population in million of inhabitants

PROD = Production of beer in million of hectolitres

GNP = Gross National Product in billion US \$

Sources: Barth Report 2001, United Nations and World Bank Statistics.

OTHERS only mentioned if market share of the remaining breweries is superior to 15% and available Status June 2002.

# Eastern-Europe

## 11 Poland

POP 38,5  
PROD 24,1  
GNP 294

- 1 HEINEKEN POLAND
- 2 SOUTH AFRICAN BREWERIES POLAND
- 3 CARLSBERG POLAND others 27 %

## 17 Czech Rep

POP 10,2  
PROD 17,9  
GNP 128

- 1 SOUTH AFRICAN BREWERIES
- 2 INTERBREW
- 3 BRAU AG, BINDING others 27 %

## 38 Slovakia

POP 5,4  
PROD 4,6  
GNP 57

- 1 HEINEKEN SLOVAKIA
- 2 SOUTH AFRICAN BREWERIES
- 3 TOPVAR others 18 %

## 31 Hungary

POP 10  
PROD 7,2\*  
GNP 115

- 1 BORSODI SÖRGYAR
- 2 DREHER SÖRGYARAK, SAB
- 3 BRAU UNION HUNGARY

## 46 Croatia

POP 4,6  
PROD 3,9  
GNP 33

- 1 ZAGREBACKA PIV., INTERBREW
- 2 KARLOVACKA PIV.



## 36 Yugoslavia

POP 10,5  
PROD 5,3\*  
GNP 21

- 1 APATINSKA PIV.
- 2 CELAVERI PIV. others 60 %

## 6 Russia

POP 146,5  
PROD 63  
GNP 1082

- 1 BBH, CARLSBERG
- 2 SUN-INTERBREW
- 3 OTSCHAKOWO others 50 %

## 21 Ukraine

POP 49,5  
PROD 13,1  
GNP 173

- 1 SUN-INTERBREW
- 2 OBOLON
- 3 BBH, CARLSBERG others 20 %

## 25 Romania

POP 22,4  
PROD 12,1  
GNP 136

- 1 BRAU UNION
- 2 INTERBREW
- 3 SOUTH AFRICAN BREWERIES

## 40 Bulgaria

POP 7,9  
PROD 4,3  
GNP 42

- 1 KAMENITZA, INTERBREW
- 2 ZAGORKA, HEINEKEN

## 32 Turkey

POP 66,6  
PROD 7  
GNP 410

- 1 EFFES
- 2 TÜRK TUBORG

# ASIA

## 2 China

POP 1575  
PROD 227  
GNP 4000 \*

- 1 TSINGTAO BREWERY GROUP
- 2 CHINA RESOURCES BREWERY GROUP
- 3 YANJING BREWERY GROUP

## 26 Philippines

POP 75,5  
PROD 12,0  
GNP 282,5

- 1 SAN MIGUEL
- 2 ASIA PACIFIC BR

## 35 India

POP 1009  
PROD 6  
GNP 2400\*

- 1 UNITED BREWERIES
- 2 SHAW WALLACE

## 45 Taiwan

POP 22,2  
PROD 3,9  
GNP 450\*

- 1 TAIWAN T & W

## 24 Thailand

POP 62,8  
PROD 12,3  
GNP 380\*

- 1 CHANG, CARLSBERG
- 2 BOONRAWD INT.



## 5 Japan

POP 127,1  
PROD 71,3  
GNP 3158

- 1 ASAHI
- 2 KIRIN
- 3 SAPPORO

## 15 South Korea

POP 46,7  
PROD 20\*  
GNP 803

- 1 HITE
- 2 ORIENTAL BREWERY CO. LTD., INTERBREW

## 29 Vietnam

POP 75,1  
PROD 8,2  
GNP 150\*

- 1 SAIGON BEER