



Joh. Barth & Sohn
hops are our world

2004

THE BARTH REPORT AND GERMAIN HANSMÄNNEL PRESENT

2005

Market Leaders and their Challengers in the Top 40 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

Germain HANSMÄNNEL
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

World Beer Production
1.552 mio hl

Top 40 Countries
93 %

Explanation

RANKING

The ranking of the countries is based on production volume. The number on the left of the country indicates its world beer production ranking.

The ranking of the breweries is based on their domestic production market shares and not on domestic sales volumes.

FINANCIAL PARTICIPATION

When the group behind the domestic brewery is written in **capital letter** it means it has a participation over 50 %.

When it is written in **small characters**, it means it has a participation under 50 %.

POPULATION

Population in million of inhabitants

PRODUCTION

Production of beer in million of hectolitres

*Estimated

GDP

Gross Domestic Product in billion US \$

MS

Market Share of the two biggest breweries

Sources:

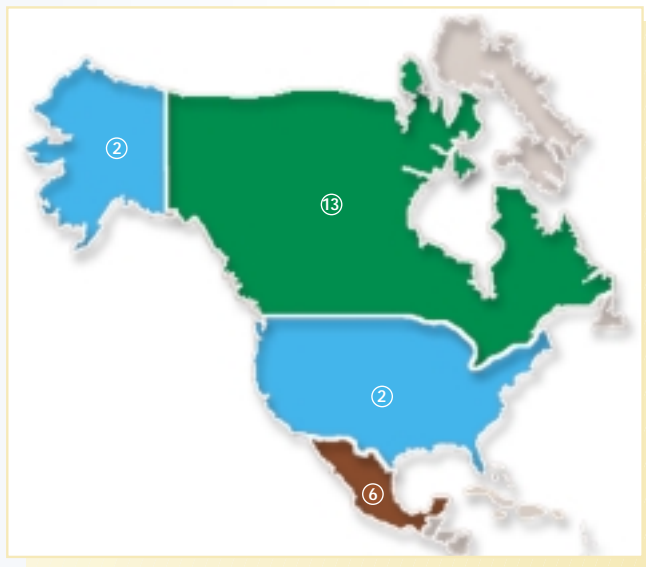
Barth Report 2004/2005.

United Nations and World Bank Statistics.

Status June 2005.

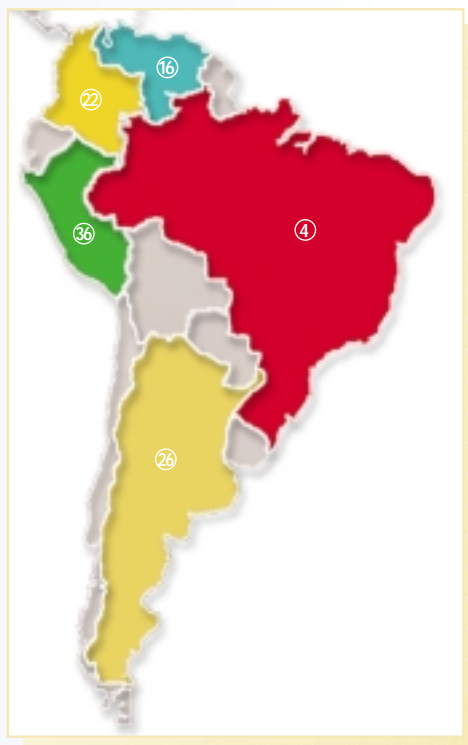
■	INB	INBEV
■	A-B	ANHEUSER-BUSCH
■	SAB	SABMILLER
■	HEI	HEINEKEN
■	CAR	CARLSBERG
■	MOCO	MOLSON-COORS
■	S&N	SCOTTISH & NEWCASTLE
■	KIR	KIRIN
■	Independent Breweries	

NORTH & CENTRAL AMERICA (NAFTA)



2	USA
	POP 294,0
	PROD 233,3
	GDP 10635,0
	MS 68 %
	1 ANHEUSER-BUSCH
	2 SABMILLER
	3 COORS MOCO
13	Canada
	POP 31,5
	PROD 23,1
	GDP 977,0
	MS 85 %
	1 MOLSON MOCO
	2 LABATT INB
6	Mexico
	POP 103,4
	PROD 68,5
	GDP 929,0
	MS 100 %
	1 MODELO A-B
	2 FEMSA Inb

SOUTH AMERICA



16	Venezuela
	POP 25,6
	PROD 18,0*
	GDP 110,8
	MS 93 %
	1 POLAR
	2 REGIONAL
	3 INBEV VEN
22	Columbia
	POP 44,2
	PROD 16,0*
	GDP 281,9
	MS 100 %
	1 BAVARIA
4	Brazil
	POP 178,4
	PROD 85,6*
	GDP 1390,0
	MS 85 %
	1 AMBEV INB
	2 SCHINCARIOL
	3 KAISER MOCO
26	Argentina
	POP 38,4
	PROD 12,8*
	GDP 421,5
	MS 94 %
	1 QUILMES INBEV
	2 CCU ARG
	3 CASA ISENBECK
36	Peru
	POP 27,1
	PROD 6,1*
	GDP 14139,0
	MS 100 %
	1 BACCHUS Y JOHNSTON S.A.A. (BAVARIA)

A special report to the
WORLD BEER & DRINKS FORUM 2005
 including recent and relevant statistics about
 countries beer production, breweries and brands
 will be available beginning September 2005
 on my website

www.beerworldmonopoly.com



SAHM
 Gläser für Marken
 The glass for top brands

WESTERN EUROPE



8 U.K.

POP 59,2
PROD 58,9
GDP 1606,0
MS 45 %

- 1 SCOTTISH & NEWC.
- 2 COORS MOCO
- 3 INTERBREW UK INB

9 Spain

POP 41,1
PROD 30,7*
GDP 903,0
MS 63 %

- 1 HEINEKEN SPAIN
- 2 MAHOU-SAN MIGUEL
- 3 DAMM Inb.

20 France

POP 60,1
PROD 16,8
GDP 1619,0
MS 76 %

- 1 KRONENBOURG, S&N
- 2 HEINEKEN FRANCE

17 Belgium

POP 10,3
PROD 17,4
GDP 285,0
MS 69 %

- 1 INTERBREW BEL INB
- 2 ALKEN-MAES, S&N
- 3 HAACHT

32 Ireland

POP 3,9
PROD 8,1
GDP 137,0
MS 88 %

- 1 GUINNESS
- 2 MURPHY, HEI

33 Portugal

POP 10,0
PROD 7,7
GDP 183,0
MS 91 %

- 1 UNICER, CAR
- 2 CENTRALCER, S&N

39 Finland

POP 5,2
PROD 4,6
GDP 140,0
MS 85 %

- 1 HARTWALL S&N
- 2 SINEBRYCHOFF CAR

3 Germany

POP 82,4
PROD 106,2
GDP 2256,0
MS 27 %

- 1 RADEBERGER GR
- 2 INTERBREW GER INB
- 3 BITBURGER

12 Netherlands

POP 16,1
PROD 23,8
GDP 454,0
MS 67 %

- 1 HEINEKEN
- 2 INBEV NED
- 3 GROLSCH

24 Italy

POP 57,4
PROD 13,1
GDP 1537,0
MS 59 %

- 1 HEINEKEN ITA.
- 2 PERONI SAB
- 3 CARLSBERG ITA.

29 Austria

POP 8,1
PROD 8,7
GDP 244,0
MS 63 %

- 1 BRAU UNION, HEI
- 2 STIEGL
- 3 OTTAKRINGER

30 Denmark

POP 5,3
PROD 8,6
GDP 168,0
MS 82 %

- 1 CARLSBERG
- 2 ROYAL UNIBREW

AFRICA

11 South Africa

POP 45,0
PROD 25,0
GDP 466,0
MS 98 %

- 1 SAB

28 Nigeria

POP 124,0
PROD 9,4
GDP 128,0
MS 94 %

- 1 NIGERIAN BREW. HEI
- 2 GUINNESS NIGERIA

38 Cameroun

POP 16,0
PROD 4,8
GDP 29,8
MS 83 %

- 1 SABC SAB
- 2 GUINNESS CAM

19 Australia

POP 19,3
PROD 16,9
GDP 492,0
MS NO

- 1 FOSTERS BREW GR
- 2 LION NATHAN AUS Kir

SINCE 2000

CoolKeg® - guaranteed chilled beverages!

COOLSYSTEM™
The Art of Cooling

Tucher Bräu (Radeberger Gruppe)
Brau Union Österreich (Heineken Central Europe)
Feldschlösschen Getränke AG (Carlsberg Group)

Schwabacher Straße 106 · D - 90763 Fürth / Germany · Phone: + 49 (0) 911 9778 752 · www.coolsystem.de

Hall A1 booth 528

CENTRAL & EASTERN EUROPE

10 Poland

POP 38,5
PROD 27,7
GDP 421,1
MS 65 %

- 1 ZIWIEC BREW. HEI
- 2 PIVOWARSKA SAB
- 3 OKOCIM CAR

15 Czech Rep

POP 10,2
PROD 18,8
GDP 159,9
MS 65 %

- 1 PLZENSKY Prasdroj SAB
- 2 STAROPRAMEN INB
- 3 BUDWEISER

35 Hungary

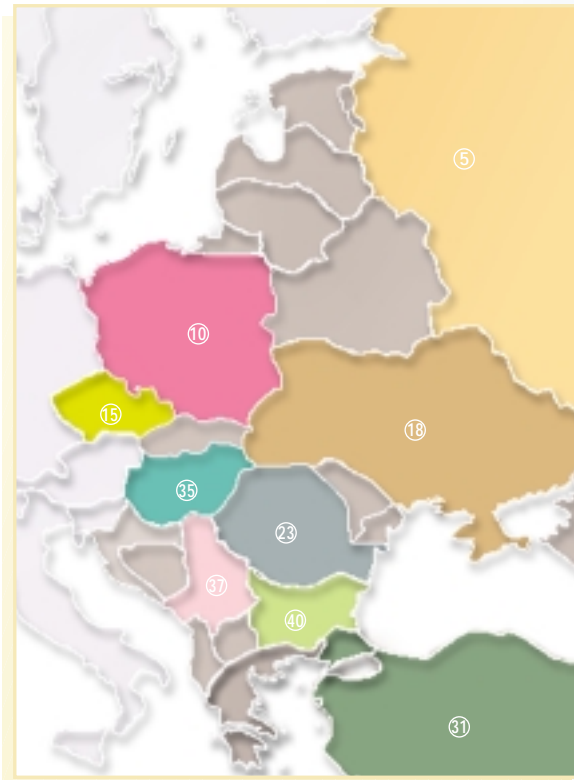
POP 9,8
PROD 6,9
GDP 143,6
MS NO

- 1 BORSODI SÖRGYAR, INB
- 2 BRAU UNION HUNG. HEI
- 3 DREHER SÖRGYAR, SAB

37 SERBIA/MONTEN.

POP 10,5
PROD 6,0*
GDP 37,9
MS 66 %

- 1 APATINSKA PIV. INB
- 2 BIP
- 3 CELAREVO PIV. CAR



31 Turkey

POP 71,3
PROD 8,2
GDP 461,8
MS 99 %

- 1 EFES
- 2 VENUS CAR

5 Russia

POP 143,2
PROD 85,2
GDP 1269,9
MS 47 %

- 1 BBH (CAR, S&N)
- 2 SUN-INTERBREW INB
- 3 HEINEKEN RU

18 Ukraine

POP 48,5
PROD 17,3
GDP 255,1
MS 55 %

- 1 SUN-INTERBREW
- 2 BBH (CAR, S&N)
- 3 OBOLON

23 Romania

POP 22,3
PROD 14,0
GDP 155,5
MS 48 %

- 1 BRAU UNION RO, HEI
- 2 SAB ROU
- 3 INTERBREW RO INB

40 Bulgaria

POP 7,9
PROD 4,3
GDP 60,3
MS 58 %

- 1 KAMENITZA, INB
- 2 ARIANA&ZAGORKA, HEI
- 3 CARLSBERG BUL

ASIA

1 China

POP 1304,0
PROD 291,0
GDP 6353,0
MS 23 %

- 1 TSINGTAO GR A-b
- 2 CREB SAB
- 3 YANJING GR

34 India

POP 1065,0
PROD 7,0*
GDP 2889,0
MS 57 %

- 1 UNITED BREW S&N
- 2 SHAW WALLACE SAB

21 Thailand

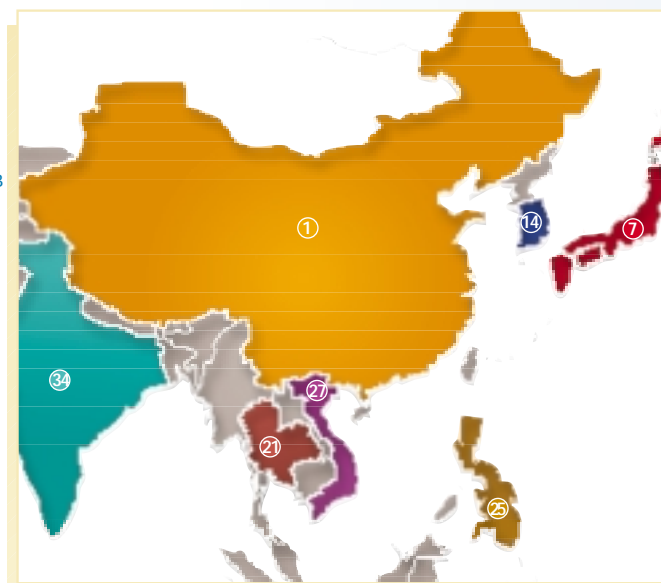
POP 62,2
PROD 16,1
GDP 410,0
MS 92 %

- 1 CHANG
- 2 BOON RAWD

27 Vietnam

POP 80,2
PROD 11,7
GDP 175,0
MS NA

- 1 SAIGON BR
- 2 HANOI BR



7 Japan

POP 127,5
PROD 65,5
GDP 3216,0
MS 74 %

- 1 ASAHI
- 2 KIRIN
- 3 SAPPORO

14 South Korea

POP 47,7
PROD 20,2
GDP 836,0
MS 100 %

- 1 HITE Car
- 2 ORIENTAL BR, INB

25 Philippines

POP 78,6
PROD 13,0*
GDP 301,0
MS 100 %

- 1 SAN MIGUEL Kir
- 2 ASIA BREWERIES

All rights reserved. No part of this publication may be reproduced or transmitted in any form without prior written permission from the author.

Contact: Germain HANSMANN - BP 48 - F 67068 Strasbourg Cedex, France