TOP 10 BIGGEST BEER BRANDS

As talk of the InBev AB takeover bid of SABMiller intensifies, *Beer & Brewer* takes a look at the state of play with the top 10 global and Australian beer brands, according to Euromonitor International.

Senior alcoholic drinks analyst at Euromonitor International Spiros Malandrakis believes that beyond the financial and cost savings side of such a potential deal, there is little doubt that macro-beer is now gazing at the event horizon of the merger and acquisition era.

“As the craft movement is coming of age and solidifies its position as a key disruption force within beer and the entire alcohol industry, corporate consolidation can perhaps provide some last drops of stock market intoxication but will remain largely irrelevant to the scores of millenials seeking alternatives to big beer’s offerings,” he said.

“Innovation and small scale experimentation will decide future growth trajectories if not respective size and margins.”

With nine out of the 10 top beer brands in Australia owned or distributed by Lion or SABMiller, should the InBev AB takeover bid of SABMiller be successful it would an interesting time ahead for the nation’s commercial beer landscape.

Top 10 Global Beer Brands (volume sales) – Euromonitor International

(1) Snow - China Resources Enterprise Ltd

(2) Tsingtao - Tsingtao Brewery Co Ltd

(3) Bud Light - Anheuser-Busch InBev NV

(4) Budweiser - Anheuser-Busch InBev NV

(5) Skol - Anheuser-Busch InBev NV

(6) Yanjing - Beijing Yanjing Brewery Co Ltd

(7) Heineken - Heineken NV

(8) Harbin - Anheuser-Busch InBev NV

(9) Brahma - Anheuser-Busch InBev NV

(10) Coors Light - Molson Coors Brewing Co

Top 10 Australian Beer Brands (volume sales) – Euromonitor International

(1) XXXX - Kirin Holdings Co Ltd

(2) Toohey's - Kirin Holdings Co Ltd

(3) Victoria Bitter - SABMiller Plc

(4) Carlton - SABMiller Plc

(5) Carlton Draught - SABMiller Plc

(6) Corona Extra - Anheuser-Busch InBev NV

(7) Hahn - Kirin Holdings Co Ltd

(8) Carlton Mid-Strength - SABMiller Plc

(9) Crown Lager - SABMiller Plc

(10) Oettinger - Oettinger Brauerei GmbH