



Beer in the United Kingdom

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for non/low alcohol beer sees volume growth resume in 2024
Heineken holds on to number one spot
Discounters benefits from challenging economic context

PROSPECTS AND OPPORTUNITIES

Beer sales set to plateau as consumers shift toward healthier alternatives
Stout poised to provide revitalisation in beer
Increased investment in technology, sustainability and non alcoholic beer,

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On-trade vs off-trade split
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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