

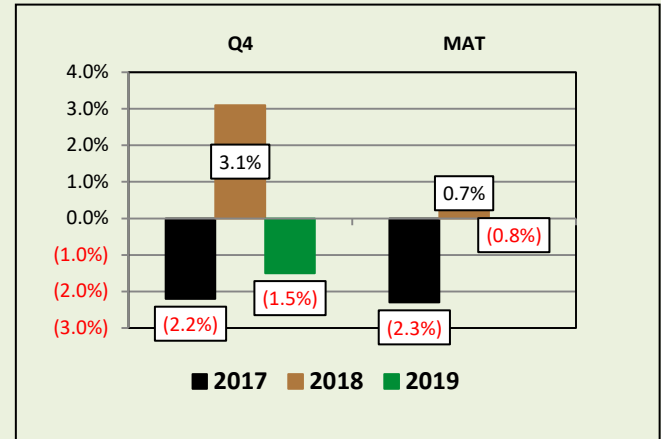
**ON-TRADE**



Beer sales in Pubs, Bars & Restaurants were down **(1.5%)** in Q4 2019, taking the MAT to **(0.8%)** – this is well down on Q4 in 2018 which was up **+3.1%**

Quarter 4  
**(1.5%)**  
  
MAT Q4  
**(0.8%)**

- Beer sales in the **on-trade** were **down (1.5%)** in **Q4 2019**, this follows a rise of +2.0% in Q3 2019
  - This compares to a rise of +3.1% in Q4 last year
- This means the **MAT** is currently **down** at a rate of **(0.8%)**
  - This compares to a MAT growth of +0.7% this time last year
- The on-trade is currently 12.63M brls, which is 45.1% of all beer sales on a MAT basis



**Update**  
Q4 2019 – 26<sup>th</sup> February 2020

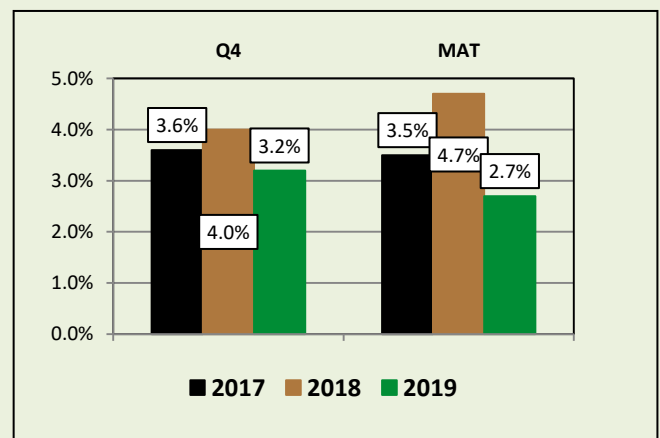
**OFF-TRADE**



Beer sales in Supermarkets, Convenience Stores & Off-Licenses were up **+3.2%** in Q4 2019, taking the MAT to **+2.7%**, as the year finished on a positive note

Quarter 4  
**+3.2%**  
  
MAT Q4  
**+2.7%**

- Beer sales in the **off-trade** were **up +3.2%** in **Q4 2019**, this follows a growth of +6.0% in Q3 2019
  - This compares to a growth of +4.0% in Q4 last year
- This means the **MAT** is currently **growing** at a rate of **+2.7%**
  - This compares to a MAT of +4.7% this time last year
- The off-trade is currently 15.35M brls, which is 54.9% of all beer sales on a MAT basis



**Update**  
Q4 2019 – 26<sup>th</sup> February 2020

Source: British Beer & Pub Association

**TOTAL TRADE**

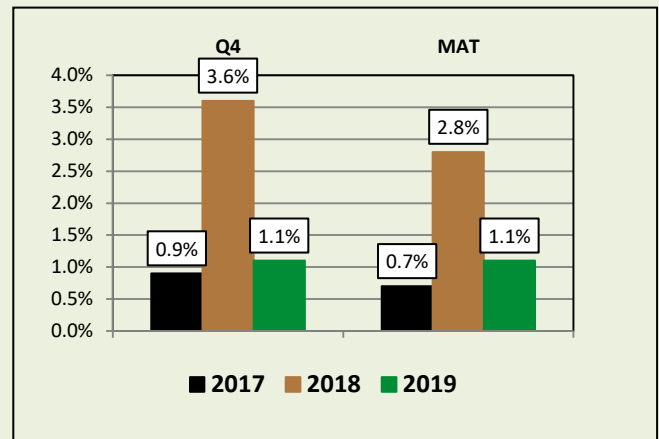


**Total beer sales were up +1.1% in Q4 2019, with the MAT in growth of +1.1%, this is the 3<sup>rd</sup> year in a row the total beer market has finished the year in growth**

**Quarter 4  
+1.1%**

**MAT Q4  
+1.1%**

- **Total beer sales grew in Q4 2019 by +1.1%** this follows an increase of +4.2% in Q3 2019
  - This compares to a growth of +3.6% in Q4 last year
- This means the **MAT** is currently in **growth** at a rate of **+1.1%**
  - This compares to a MAT which was up +2.8% this time last year
- The total UK beer market is currently 27.98M brls, about 301<sup>th</sup> brls more than it was at this time last year



**Update**  
Q4 2019 – 26<sup>th</sup> February 2020

Source: British Beer & Pub Association

**For further information please contact:**

**Chris Holden**  
**Ashdale Business Consulting Ltd**

**07967 197533**  
**info@ashdale-consulting.com**



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