

**ON-TRADE**

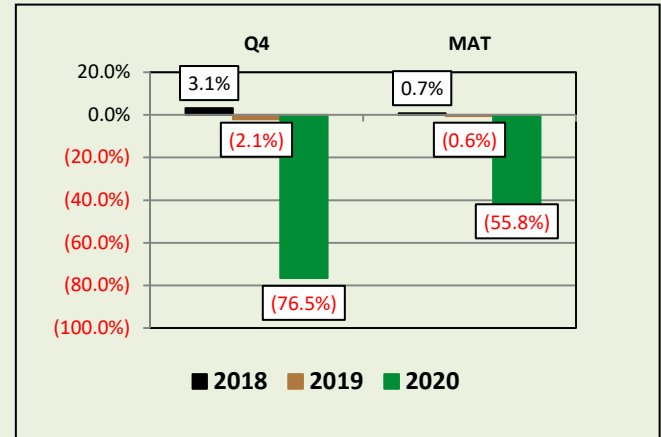


Beer sales in Pubs, Bars & Restaurants were down **(76.5%)** in Q4 2020, taking the MAT to **(55.8%)** – as the 3<sup>rd</sup> national lockdown took effect

Quarter 4  
**(76.5%)**

MAT Q4  
**(55.8%)**

- Beer sales in the **on-trade** were **down (76.5%)** in **Q4 2020**, this follows a decline of **(27.2%)** in Q3 2020
  - This compares to a decline of **(2.1%)** in Q4 last year
- This means the **MAT** is currently **declining** by **(55.8%)**
  - This compares to a MAT decline of **(0.6%)** this time last year
- The on-trade is currently **5.60M brls**, which is **23.3%** of all beer sales on a MAT basis



**Update**  
Q4 2020 – 11<sup>th</sup> February 2021

**OFF-TRADE**

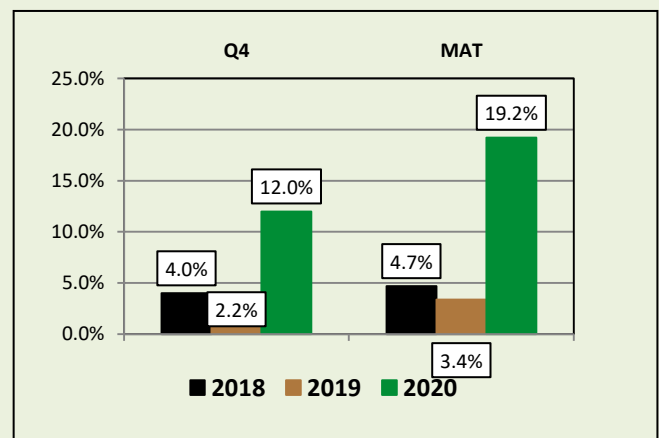


Beer sales in Supermarkets, Convenience Stores & Off-Licenses were up **+12.0%** in Q4 2020, taking the MAT to **+19.2%**, as sales were boosted as pubs etc. closed again

Quarter 4  
**+12.0%**

MAT Q4  
**+19.2%**

- Beer sales in the **off-trade** were **up +12.0%** in **Q4 2020**, this follows a growth of **+18.2%** in Q3 2020
  - This compares to a growth of **+2.2%** in Q4 last year
- This means the **MAT** is currently **growing** at a rate of **+19.2%**
  - This compares to a MAT of **+3.4%** this time last year
- The off-trade is currently **18.43M brls**, which is **76.7%** of all beer sales on a MAT basis



**Update**  
Q4 2020 – 11<sup>th</sup> February 2021

Source: British Beer & Pub Association

**TOTAL TRADE**

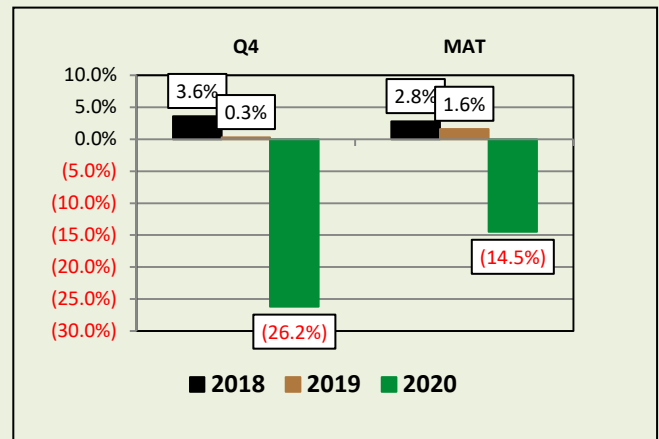


Total beer sales were down **(26.2%)** in Q4 2020, with the MAT in decline of **(14.5%)**, driven by the lack of sales through Pubs, Bars & Restaurants

Quarter 4  
**(26.2%)**

MAT Q4  
**(14.5%)**

- Total beer sales declined in Q4 2020 by **(26.2%)** this follows a decline of **(2.3%)** in Q3 2020
  - This compares to a growth of +0.9% in Q3 last year
- This means the MAT is currently in **decline** at a rate of **(14.5%)**
  - This compares to a MAT which was up +1.6% this time last year
- The total UK beer market is currently **24.02M brls**, about **(4.1M)** brls less than it was at this time last year



**Update**  
Q4 2020 – 11<sup>th</sup> February 2021

Source: British Beer & Pub Association

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