

**ON-TRADE**

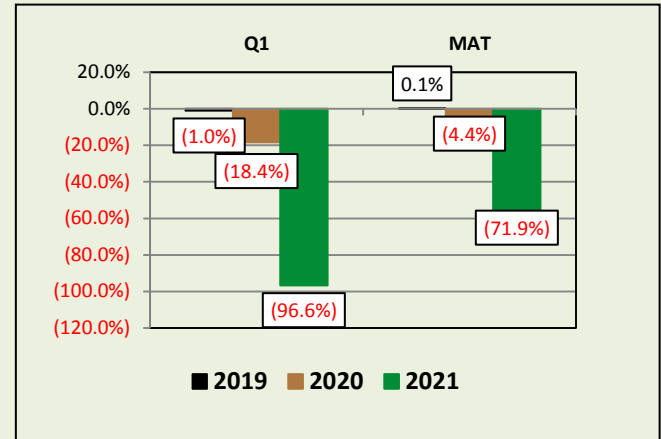


**Beer sales in Pubs, Bars & Restaurants were down (96.6%) in Q1 2021, taking the MAT to (71.9%) – as hospitality remained closed**

**Quarter 1  
(96.6%)**

**MAT Q1  
(71.9%)**

- Beer sales in the **on-trade** were **down (96.6%)** in **Q1 2021**, this follows a decline of **(76.5%)** in Q4 2020
  - This compares to a decline of **(18.4%)** in Q1 last year
- This means the **MAT** is currently **declining** by **(71.9%)**
  - This compares to a MAT decline of **(4.4%)** this time last year
- The on-trade is currently **3.42M brls**, which is **15.0%** of all beer sales on a MAT basis



**Update**  
Q1 2021 – 6<sup>th</sup> May 2021

**OFF-TRADE**

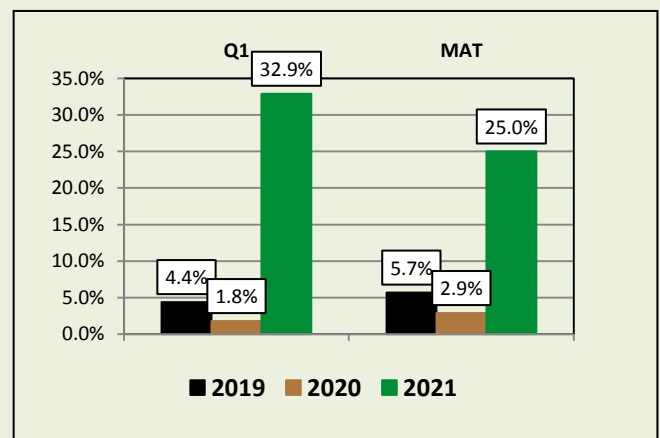


**Beer sales in Supermarkets, Convenience Stores & Off-Licenses were up +32.9% in Q1 2021, taking the MAT to +25.0%, as sales continue to benefit from pubs being closed**

**Quarter 1  
+32.9%**

**MAT Q1  
+25.0%**

- Beer sales in the **off-trade** were **up +32.9%** in **Q1 2021**, this follows a growth of +12.0% in Q4 2020
  - This compares to a growth of +1.8% in Q1 last year
- This means the **MAT** is currently **growing** at a rate of **+25.0%**
  - This compares to a MAT of +2.9% this time last year
- The off-trade is currently **19.39M brls**, which is **85.0%** of all beer sales on a MAT basis



**Update**  
Q1 2021 – 6<sup>th</sup> May 2021

Source: British Beer & Pub Association

