

**ON-TRADE**

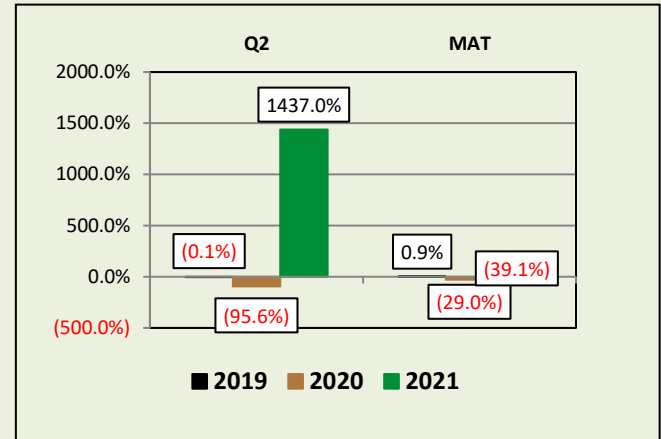


**Beer sales in Pubs, Bars & Restaurants were up +1,437.0% in Q2 2021, taking the MAT to (39.1%) – as hospitality began to re-open on May**

**Quarter 2  
+1,437.0%**

**MAT Q2  
(39.1%)**

- Beer sales in the **on-trade** were **up +1,437.0%** in **Q2 2021**, this follows a decline of **(96.6%)** in Q1 2021
  - This compares to a decline of **(95.6%)** in Q2 last year
- This means the **MAT** is currently **declining** by **(39.1%)**
  - This compares to a MAT decline of **(29.0%)** this time last year
- The on-trade is currently **5.49M brls**, which is **22.9%** of all beer sales on a MAT basis



**Update**  
Q2 2021 – 10<sup>th</sup> August 2021

**OFF-TRADE**

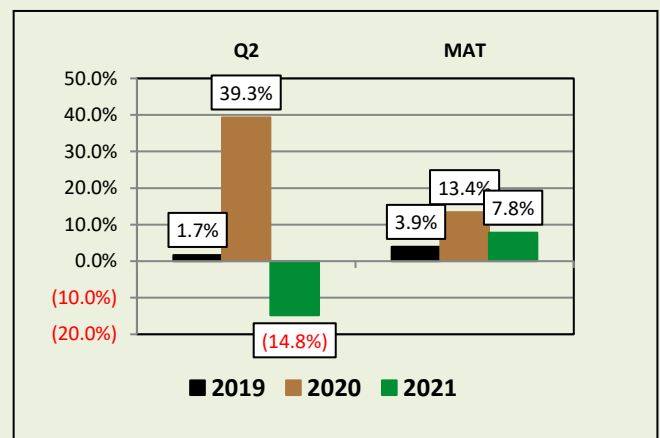


**Beer sales in Supermarkets, Convenience Stores & Off-Licenses were down (14.8%) in Q2 2021, taking the MAT to +7.8%, as sales started to dip as the on-trade opened up**

**Quarter 2  
(14.8%)**

**MAT Q2  
+7.8%**

- Beer sales in the **off-trade** were **down (14.8%)** in **Q2 2021**, this follows a growth of +32.9% in Q1 2021
  - This compares to a growth of +39.3% in Q2 last year
- This means the **MAT** is currently **growing** at a rate of **+7.8%**
  - This compares to a MAT of +13.4% this time last year
- The off-trade is currently **18.52M brls**, which is **77.1%** of all beer sales on a MAT basis



**Update**  
Q2 2021 – 10<sup>th</sup> August 2021

Source: British Beer & Pub Association

**TOTAL TRADE**

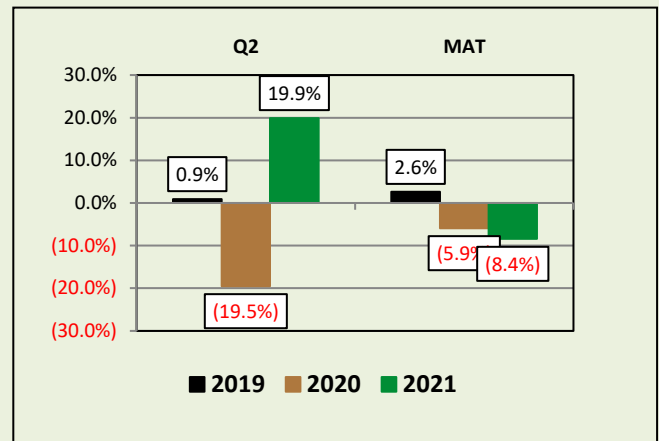


**Total beer sales were up +19.9% in Q2 2021, with the MAT in decline of (8.4%), as Pubs, Bars & Restaurants began to re-open**

**Quarter 2  
+19.9%**

**MAT Q2  
(8.4%)**

- **Total beer sales grew in Q2 2021 by +19.9%** this follows a decline of **(23.6%)** in Q1 2021
  - This compares to a decline of **(19.5%)** in Q2 last year
- This means the **MAT** is currently in **decline** at a rate of **(8.4%)**
  - This compares to a MAT which was down **(5.9%)** this time last year
- The total UK beer market is currently **24.00M brls**, about **(2.2M)** brls less than it was at this time last year



**Update**  
Q2 2021 – 10<sup>th</sup> August 2021

Source: British Beer & Pub Association

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