

ON-TRADE

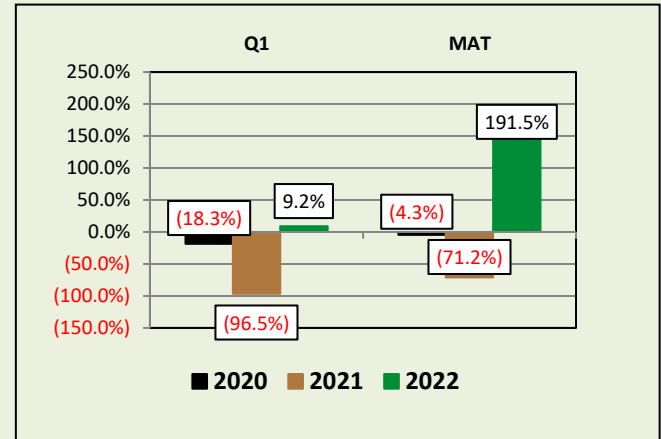


Beer sales in Pubs, Bars & Restaurants were up +9.2% in Q1 2022 (vs. Q1 2020), as hospitality continues to try and recover from Covid closures

**Quarter 1
+9.2%**

**MAT Q1
+191.5%**

- Beer sales in the **on-trade** were **up +9.2%** in **Q1 2022**, this follows a growth of over +100% in Q4 2021
 - This compares to a decline of **(96.5%)** in Q1 last year
- This means the **MAT** is currently **growing** by +191.5%
 - This compares to a MAT decline of **(71.2%)** this time last year
- The on-trade is currently **10.21M brls**, which is **37.7%** of all beer sales on a MAT basis



Update
Q1 2022 – 4th May 2022
Q1 2022 vs Q1 2020

OFF-TRADE

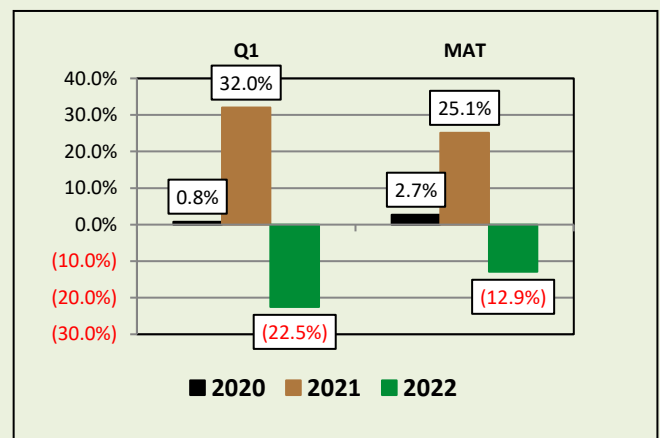


Beer sales in Supermarkets, Convenience Stores & Off-Licenses were down (22.5%) in Q1 2022, taking the MAT to (12.9%), as sales continue to lap lockdown levels

**Quarter 1
(22.5%)**

**MAT Q1
(12.9%)**

- Beer sales in the **off-trade** were **down (22.5%)** in **Q1 2022**, this follows a decline of **(8.4%)** in Q4 2022
 - This compares to a growth of +32.0% in Q1 last year
- This means the **MAT** is currently **declining** at a rate of **(12.9%)**
 - This compares to a MAT of +19.3% this time last year
- The off-trade is currently **16.87M brls**, which is **62.3%** of all beer sales on a MAT basis



Update
Q1 2022 – 4th May 2022

Source: British Beer & Pub Association

TOTAL TRADE

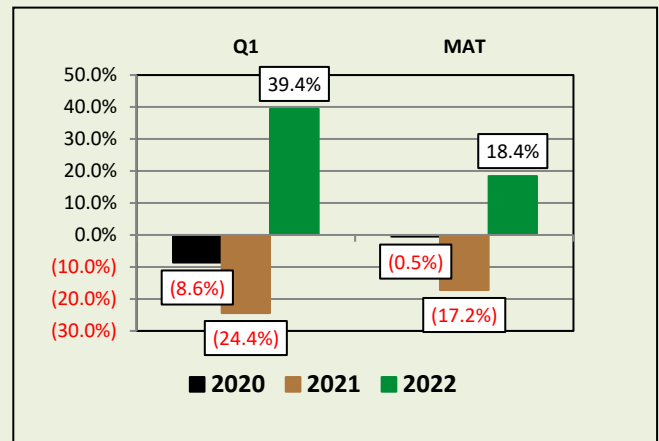


Total beer sales were up +39.4% in Q1 2022, with the MAT in growth of +18.4%, as the trade tries to return to pre-lockdown sales trends

**Quarter 1
+39.4%**

**MAT Q1
+18.4%**

- **Total beer sales grew in Q1 2022 by +39.4%** this follows a growth of +25.3% in Q4 2021
 - This compares to a decline of (24.4%) in Q4 last year
- This means the **MAT** is currently in **growth** at a rate of **+18.4%**
 - This compares to a MAT which was down (17.2%) this time last year
- The total UK beer market is currently **27.08M brls**, about +4,211th brls more than it was at this time last year



Update
Q1 2022 – 4th May 2022

Source: British Beer & Pub Association

For further information please contact:

Chris Holden
Ashdale Business Consulting Ltd

07967 197533
info@ashdale-consulting.com



Disclaimer

This bulletin was produced by Ashdale Business Consulting Ltd, an independent business consultancy.

Whilst every effort has been made to ensure the accuracy of the material in this bulletin, Ashdale Business Consulting will not be liable for any loss or damages incurred through the use of this bulletin.