

BEER IN ITALY - FACTS & FIGURES

- Large breweries: 8
- Independent breweries: 863 (2018)
- Malters: 6
- Malt produced in Italy: 76,000 tonnes
- Hectares cultivated with cereals for beer malt: 25,000 hectares
- Hectares cultivated with hops: 60
- 2017 production (estimate): 15.8 million hl
- Independent beer produced: 620,000 hl, of which 116,000 hl agricultural beer (1.2% of national production) and Craft beer produced 540,000 hl
- Per capita consumption 2017: 32 litres (new record compared to 28 litres in 2009)
- Beer sold in Italy (2017 estimate): 19.6 million hl
- Sales channel: 58% large-scale retail, 42% horeca
- Market-share - special beers: 13.5%, equal to 2.5 million hl
- Direct employees: 5,400 people
- Employment in allied sectors: 140,000 people

In the course of ten years, average per capita beer consumption in Italy has increased by 14%; independent craft breweries are the driving force behind this growth; they more than quadrupled in the same period, rising from just over 200 to more than 860.

Craft beer also boosts employment, especially among the under-35s who are the most active in the sector with far-reaching innovations from zero-kilometre origin certification to direct links with farms but also the production of highly distinctive specialities or innovative forms of distribution such as "brew pubs".

Italy and the world:

- 5th European producer by volume
- Exports equal to 20% of national production
- Imports make up 39% of the domestic market

Various sources

Veronafiere Press Office

Ph: 045.8298.223 – 210 | E-mail: pressoffice@veronafiere.it | Web: www.vinitaly.com | www.solagrifood.com | www.enolitech.it
Twitter: @pressVRfiere - @VinitalyTasting - @SolAgrifood | Facebook: @veronafiere - @vinitalyofficial - @SolAgrifood