

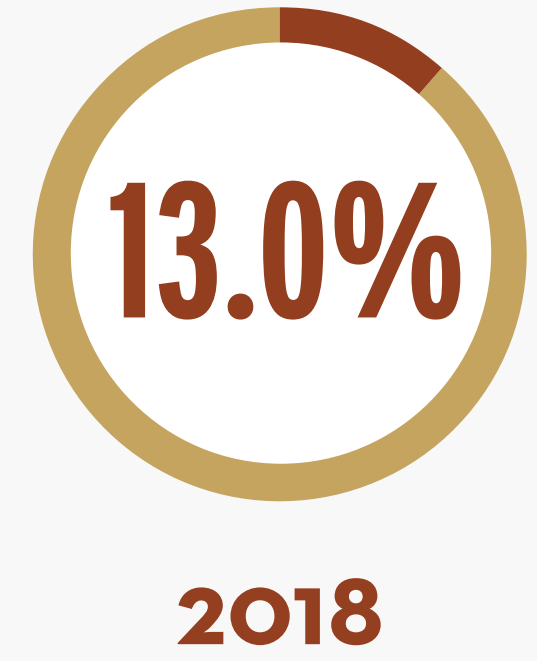
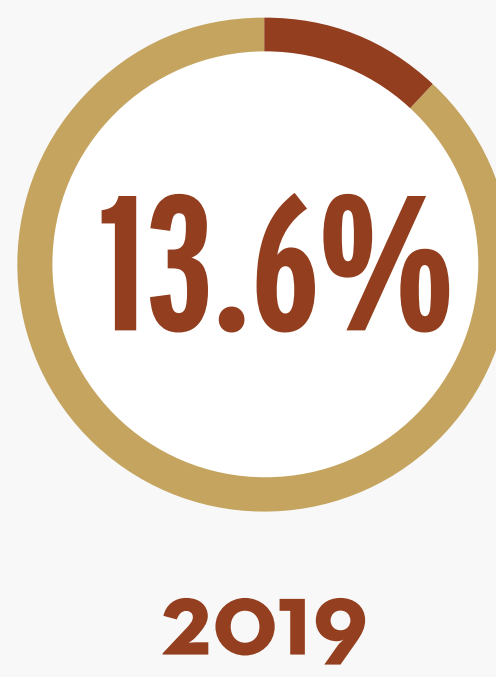
2020

SMALL & INDEPENDENT U.S. CRAFT BREWER

Annual Production Report



2020 Volume Share for Craft Brewers



2020 Craft Retail Dollar Value

\$22.2 BILLION

22% decline over 2019
(on comparable base)

Craft dollar share = 23.6%

2020 Craft Brewer Volume Change

-9%

Total beer market down 3%*

Total beer volume = 186,100,000 barrels
(down from 191,600,000)

*Does not include FMBs/hard seltzers

2020 Craft Brewer Barrels Produced

23,069,854

Barrels produced by craft brewers

U.S. sold = 22,815,258 barrels

2016 24.3 M

2017 25.0 M

2018 25.5 M

2019 26.3 M

2020 23.1 M

2020 U.S. Operating Craft Breweries

8,764

Taproom: 3,471

Brewpub: 3,219

Micro: 1,854

Regional: 220

2016: 5,622

2017: 6,661

2018: 7,618

2019: 8,391

2020 Openings & Closings

716

Openings

346

Closings

343 craft brewery closings

2020 Small Brewing Jobs

138,371

14% decrease over 2019

BrewersAssociation.org

