



# **2024 GUIDELINES**

for Hop Buying

# OVERVIEW

	World Hop Acreage	World Hop Crop	World Beer Production	World Alpha Acids Production	World Alpha Acids Demand
	(ha)	(mt)	(Mio. hl)	(mt)	(mt)
<b>2022</b>	62,691 - 1.3 %	106,599 - 18.2	1,858.1 + 0.1 %	9,702 - 22.8 %	8,918 - 1.9 %
<b>2023</b>	60,728 - 3.1 %	118,136 + 10.8	1,856.6 - 0.1 %	10,823 + 11.5 %	8,728 + 2.1 %
<b>2024</b>	55,992 - 7.8 %	113,220* - 4.2*	1,858.8* + 0.1%*	10,623* - 1.8%*	8,737* + 0.1%*
<b>2025</b>	-	-	1,871.7* + 0.7%*	-	8,798* + 0.7%*

Year	World Hop Acreage (ha)	World Hop Crop (mt)	World Beer Production (Mio. hl)	World Alpha Acids Production (mt)	World Alpha Acids Demand (mt)
2023	60,728	118,136	1,856.6	10,823	8,728
2024*	55,992	113,220	1,858.8	10,623	8,737
2025*	-	-	1,871.7	-	8,798

\*Estimate

## ” FOREWORD

We are experiencing significant change in the hop market.

There have been drastic acreage reductions in USA and reductions are expected in Europe. The beer industry has experienced a decline in production heretofore unknown. It remains challenging to reach new generations of consumers. On-premise sales of beer remain well below industry expectations as both new habits and inflationary costs have pushed consumers away from beer.

As a result, worldwide hop acreage will continue to be reduced. Growers without good access to water and more sustainable varieties will likely leave the industry. It is imperative that brewers maintain an open mind and active process to modernize their lists of approved varieties. Hopsteiner and our advanced hop breeding program stands ready to work with hop growers and brewers to achieve this.

In the meantime, we are expecting beer sales to again return to slightly positive numbers, so markets should stabilize as supply is adjusted, inventories are brought down, and acreage levels off.

Your Hopsteiner Team  
November 2024

### International Conversion Table

<b>1 metr. ton (mt)</b>	→ 1.000 kg	→ 2.204.6 lbs.
<b>100 lbs.</b>	→ 45.359 kg	
<b>1 hectare (ha)</b>	→ 2.471 acres	
<b>1 acre</b>	→ 0.405 hectare (ha)	
<b>1 hectolitre (hl)</b>	→ 100 litres (Ltr.)	→ 0.8523 bbl. [USA] → 0.6114 bbl. [Brit.]
<b>1 bbl. [USA]</b>	→ 117.34 litres (Ltr.)	→ 1.1734 hectolitres (hl)
<b>1 bbl. [Brit.]</b>	→ 163.65 litres (Ltr.)	→ 1.6365 hectolitres (hl)

© Copyright 2024  
Simon H. Steiner, Hopfen, GmbH, Mainburg, Germany

# HOP ACREAGE

2021 – 2024

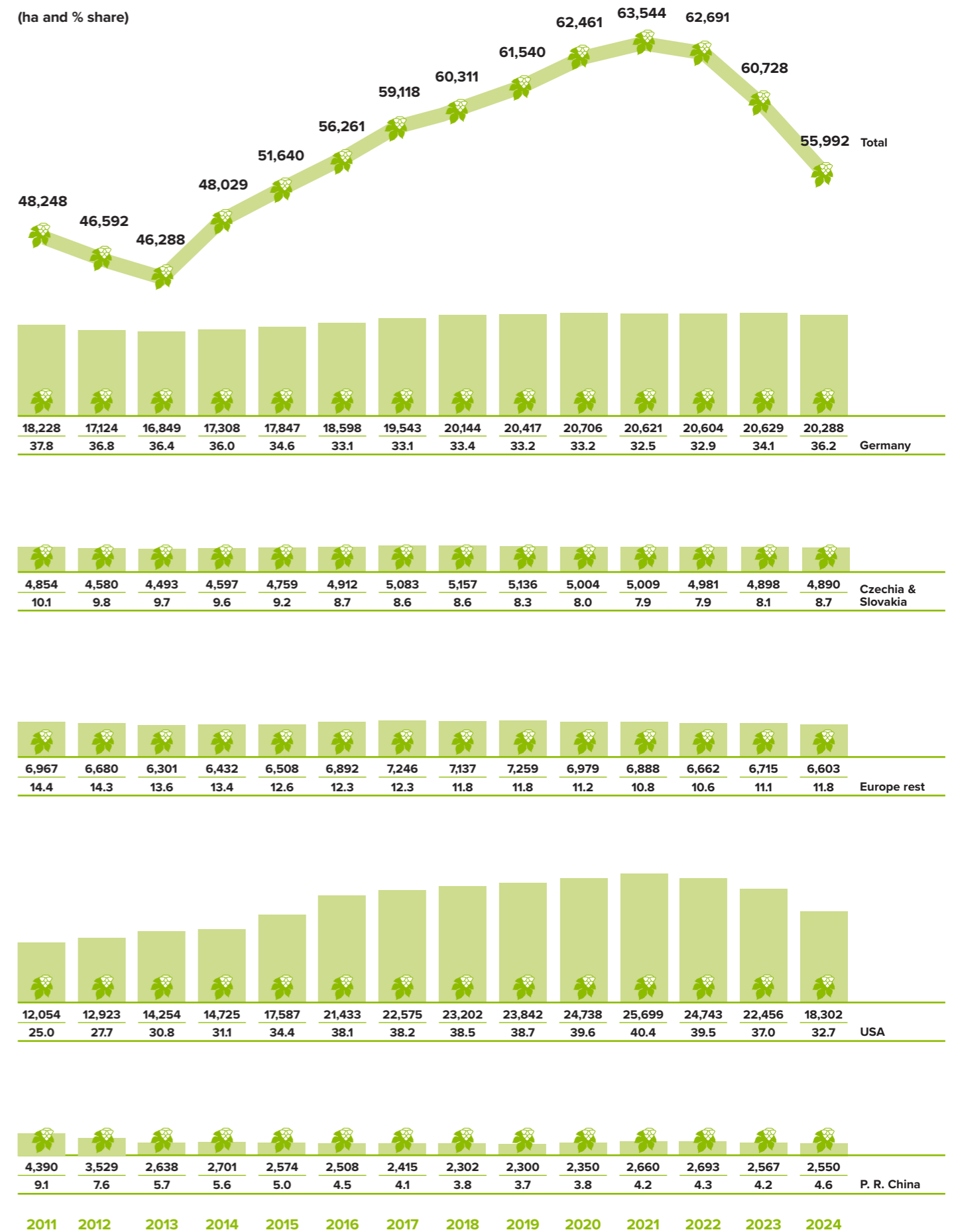
	Acreage in ha				+/- %		
	2021	2022	2023	2024	21/22	22/23	23/24
Hallertauer	478	459	448	425	- 4.0	- 2.4	- 5.1
Hersbrucker	815	804	778	767	- 1.3	- 3.2	- 1.4
Perle	2,886	2,896	2,765	2,438	+ 0.3	- 4.5	- 11.8
Akoya	90	105	112	81	+ 16.7	+ 6.7	- 27.7
Spalter Select	444	426	417	390	- 4.1	- 2.1	- 6.5
Tradition	2,661	2,579	2,486	2,257	- 3.1	- 3.6	- 9.2
Saphir	317	299	255	218	- 5.7	- 14.7	- 14.5
Northern Brewer	127	115	83	68	- 9.4	- 27.8	- 18.1
Magnum	1,234	1,197	1,159	1,029	- 3.0	- 3.2	- 11.2
Taurus	165	157	143	112	- 4.8	- 8.9	- 21.7
Herkules	6,499	6,659	7,002	7,409	+ 2.5	+ 5.2	+ 5.8
Polaris	291	349	410	424	+ 19.9	+ 17.5	+ 3.4
Rest	1,115	1,065	1,071	1,197	- 4.5	+ 0.6	+ 11.7
<b>Hallertau</b>	<b>17,122</b>	<b>17,110</b>	<b>17,129</b>	<b>16,815</b>	<b>- 0.1</b>	<b>+ 0.1</b>	<b>- 1.8</b>
Elbe-Saale	1,582	1,575	1,563	1,532	- 0.4	- 0.8	- 2.0
Tettngang	1,494	1,497	1,517	1,528	+ 0.2	+ 1.3	+ 0.7
Spalt	400	409	403	396	+ 2.3	- 1.4	- 1.8
Rest	23	13	18	17	- 43.5	+ 38.5	- 5.6
<b>Germany total</b>	<b>20,621</b>	<b>20,604</b>	<b>20,629</b>	<b>20,288</b>	<b>- 0.1</b>	<b>+ 0.1</b>	<b>- 1.7</b>
Austria	255	263	263	279	+ 3.1	+ 0.0	+ 6.1
Belgium	182	182	185	185	+ 0.0	+ 1.6	+ 0.0
Bulgaria	33	39	33	42	+ 18.2	- 15.4	+ 27.3
Czech Rep.	4,971	4,943	4,860	4,852	- 0.6	- 1.7	- 0.2
England	670	649	555	510	- 3.1	- 14.5	- 8.1
France	557	547	568	565	- 1.8	+ 3.8	- 0.5
Poland	1,758	1,728	1,728	1,590	- 1.7	+ 0.0	- 8.0
Romania	267	270	275	275	+ 1.1	+ 1.9	+ 0.0
Russia	254	350	450	500	+ 37.8	+ 28.6	+ 11.1
Slovakia	38	38	38	38	+ 0.0	+ 0.0	+ 0.0
Slovenia	1,535	1,626	1,675	1,657	+ 5.9	+ 3.0	- 1.1
Spain	568	579	573	590	+ 1.9	- 1.0	+ 3.0
Turkey	230	180	180	180	- 21.7	+ 0.0	+ 0.0
Ukraine	472	150	130	130	- 68.2	- 13.3	+ 0.0
Rest	107	100	100	100	- 6.5	+ 0.0	+ 0.0
<b>Europe total</b>	<b>32,518</b>	<b>32,247</b>	<b>32,242</b>	<b>31,781</b>	<b>- 0.8</b>	<b>+ 0.0</b>	<b>- 1.4</b>
Amarillo	772	775	882	812	+ 0.4	+ 13.8	- 7.9
Apollo	374	391	410	438	+ 4.5	+ 4.9	+ 6.8
Bravo	103	88	89	41	- 14.6	+ 1.1	- 53.9
Cascade	1,753	2,068	1,816	1,264	+ 18.0	- 12.2	- 30.4
Centennial	949	982	1,008	1,013	+ 3.5	+ 2.6	+ 0.5
Chinook	719	840	689	489	+ 16.8	- 18.0	- 29.0
Citra	4,852	4,878	3,587	2,722	+ 0.5	- 26.5	- 24.1
Col. / Tom. / Zeus	2,255	1,830	2,573	2,223	- 18.8	+ 40.6	- 13.6
Eureka!	319	423	477	347	+ 32.6	+ 12.8	- 27.3
Helios	-	-	611	781	-	+ 0.0	+ 27.8
Mosaic	2,599	2,633	2,137	1,465	+ 1.3	- 18.8	- 31.4
Super Galena	226	149	149	144	- 34.1	+ 0.0	- 3.4
Willamette	392	427	444	208	+ 8.9	+ 4.0	- 53.2
Rest	9,349	8,742	7,128	6,093	- 6.5	- 18.5	- 14.5
PNW total	24,662	24,225	22,000	18,040	- 1.8	- 9.2	- 18.0
Other	1,008	518	456	262	- 48.6	- 12.0	- 42.5
<b>USA total</b>	<b>25,669</b>	<b>24,743</b>	<b>22,456</b>	<b>18,302</b>	<b>- 3.6</b>	<b>- 9.2</b>	<b>- 18.5</b>
Argentina	178	178	178	178	+ 0.0	+ 0.0	+ 0.0
Australia	787	919	951	770	+ 16.8	+ 3.5	- 19.0
Japan	106	106	106	106	+ 0.0	+ 0.0	+ 0.0
New Zealand	743	976	1,400	1,480	+ 31.4	+ 43.4	+ 5.7
P.R.China	2,660	2,693	2,567	2,550	+ 1.2	- 4.7	- 0.7
South Africa	404	409	408	405	+ 1.2	- 0.2	- 0.7
Rest	479	420	420	420	- 12.3	+ 0.0	+ 0.0
<b>World total</b>	<b>63,544</b>	<b>62,691</b>	<b>60,728</b>	<b>55,992</b>	<b>- 1.3</b>	<b>- 3.1</b>	<b>- 7.8</b>

PNW = Pacific Northwest

# HOP ACREAGE

2011 – 2024

(ha and % share)



# CROP QUANTITIES AND AVERAGE YIELDS 2021 – 2024

available ●  
still available ●  
limited available ●

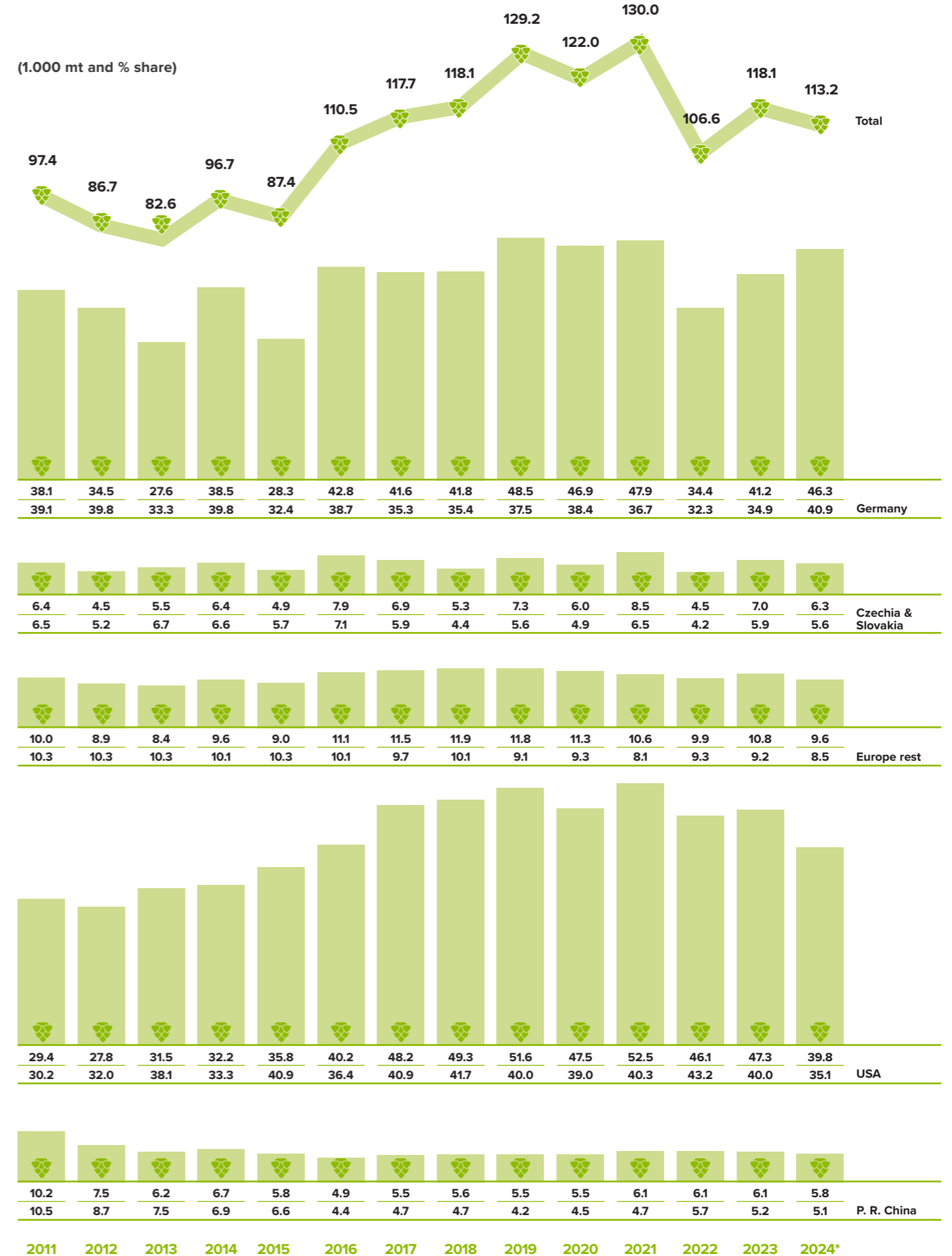
Crop Quantities in mt and availability (current crop A and pre-contracts B)	+/- %			Ø Yields in mt / ha									
	2021	2022	2023	2024*	A	B	21/22	22/23	23/24*	2021	2022	2023	2024*
Hallertauer	762.6	414.5	541.0	644.0	●●		-45.6	+30.5	+19.0	1.60	0.90	1.21	1.52
Hersbrucker	1,443.1	1,159.9	1,241.0	1,443.0	●●		-19.6	+7.0	+16.3	1.77	1.44	1.60	1.88
Perle	6,134.4	3,395.9	5,053.0	4,730.0	●●		-44.6	+48.8	-6.4	2.13	1.17	1.83	1.94
Akoya	60.5	147.4	178.0	189.0	●●		+143.6	+20.8	+6.2	0.67	1.40	1.59	2.33
Spalter Select	935.8	594.8	715.0	768.0	●●		-36.4	+20.2	+7.4	2.11	1.40	1.71	1.97
Tradition	5,447.4	3,321.4	4,354.0	4,684.0	●●		-39.0	+31.1	+7.6	2.05	1.29	1.75	2.08
Saphir	690.0	429.6	473.0	478.0	●●		-37.7	+10.1	+1.1	2.18	1.44	1.85	2.19
Northern Brewer	231.9	109.4	117.0	131.0	●●		-52.8	+6.9	+12.0	1.83	0.95	1.41	1.93
Magnum	2,909.8	1,765.0	1,869.0	2,068.0	●●		-39.3	+5.9	+10.6	2.36	1.47	1.61	2.01
Taurus	356.1	215.5	235.0	230.0	●●		-39.5	+9.0	-2.1	2.16	1.37	1.64	2.05
Herkules	19,172.6	15,307.7	17,587.0	21,700.0	●●		-20.2	+14.9	+23.4	2.95	2.30	2.51	2.93
Polaris	453.9	521.8	612.0	922.0	●●		+15.0	+17.3	+50.7	1.56	1.50	1.49	2.17
Others	2,494.9	1,769.5	1,974.0	2,133.0			-29.1	+11.6	+8.1	2.24	1.66	1.84	1.78
<b>Hallertau</b>	<b>41,093.0</b>	<b>29,152.4</b>	<b>34,949.0</b>	<b>40,120.0</b>			<b>-29.1</b>	<b>+19.9</b>	<b>+14.8</b>	<b>2.40</b>	<b>1.70</b>	<b>2.04</b>	<b>2.39</b>
Elbe-Saale	3,223.3	2,528.6	3,056.0	2,530.0			-21.6	+20.9	-17.2	2.04	1.61	1.96	1.65
Tettngang	2,716.4	2,301.7	2,533.0	2,920.0			-15.3	+10.0	+15.3	1.82	1.54	1.67	1.91
Spalt	807.8	411.0	672.0	705.0			-49.1	+63.5	+4.9	2.02	1.00	1.67	1.78
Rest	21.7	12.2	23.0	40.0			-43.8	+88.5	+73.9	0.94	0.94	1.28	2.35
<b>Germany total</b>	<b>47,862.2</b>	<b>34,405.9</b>	<b>41,233.0</b>	<b>46,315.0</b>			<b>-28.1</b>	<b>+19.8</b>	<b>+12.3</b>	<b>2.32</b>	<b>1.67</b>	<b>2.00</b>	<b>2.28</b>
Austria	381.0	450.0	380.0	405.0			+18.1	-15.6	+6.6	1.49	1.71	1.44	1.45
Belgium	293.0	242.0	309.0	292.0			-17.4	+27.7	-5.5	1.61	1.33	1.67	1.58
Bulgaria	53.4	58.3	60.1	40.0			+9.2	+3.1	-33.4	1.62	1.49	1.40	0.95
Czech Rep.	8,481.4	4,452.0	6,997.5	6,300.0			-47.5	+57.2	-10.0	1.71	0.90	1.44	1.30
England	916.5	639.0	776.0	699.0			-30.3	+21.4	-9.9	1.37	0.98	1.40	1.37
France	937.0	680.0	917.0	1,000.0			-27.4	+34.9	+9.1	1.68	1.24	1.63	1.77
Poland	3,388.0	3,424.0	3,505.0	2,750.0			+1.1	+2.4	-21.5	1.93	1.98	2.02	1.73
Romania	240.0	185.0	225.0	225.0			-22.9	+21.6	+0.0	0.90	0.69	0.82	0.82
Russia	350.0	500.0	500.0	530.0			+42.9	+0.0	+6.0	1.38	1.43	1.11	1.06
Slovakia	40.2	20.0	23.0	42.0			-50.2	+15.0	+82.6	1.06	0.53	0.61	1.11
Slovenia	2,186.0	2,283.0	2,735.0	2,200.0			+4.4	+19.8	-19.6	1.42	1.40	1.63	1.33
Spain	957.0	1,000.0	843.0	880.0			+4.5	-15.7	+4.4	1.68	1.73	1.47	1.49
Turkey	290.0	220.0	240.0	240.0			-24.1	+9.1	+0.0	1.26	1.22	1.33	1.33
Ukraine	500.0	158.0	160.0	170.0			-68.4	+1.3	+6.3	1.06	1.05	1.23	1.31
Rest	106.9	94.0	194.0	194.0			-12.1	+106.4	+0.0	1.00	0.94	1.94	1.94
<b>Europe total</b>	<b>66,982.6</b>	<b>48,811.2</b>	<b>59,097.6</b>	<b>62,282.0</b>			<b>-27.1</b>	<b>+21.1</b>	<b>+5.4</b>	<b>2.06</b>	<b>1.51</b>	<b>1.83</b>	<b>1.96</b>
Amarillo	1,507.7	1,321.2	1,655.6	1,509.0	●●		-12.4	+25.3	-8.9	1.95	1.70	1.86	1.86
Apollo	1,205.1	1,085.9	1,347.5	1,316.0	●●		-9.9	+24.1	-2.3	3.22	2.78	3.29	3.00
Bravo	306.8	210.0	289.4	150.5	●●		-31.6	+37.8	-48.0	2.98	2.39	3.25	3.67
Cascade	3,108.9	3,458.1	3,887.9	2,475.3	●●		+11.2	+12.4	-36.3	1.77	1.67	2.22	1.96
Centennial	1,650.6	1,628.8	1,321.2	1,840.3	●●		-1.3	-18.9	+39.3	1.74	1.66	1.29	1.82
Chinook	1,547.2	1,297.4	1,439.3	1,052.7	●●		-16.1	+10.9	-26.9	2.15	1.54	1.99	2.15
Citra	8,343.6	7,728.4	6,160.6	4,761.7	●●		-7.4	-20.3	-22.7	1.72	1.58	1.74	1.75
Col./Tom./Zeus	6,952.6	4,805.1	7,187.5	6,772.0	●●		-30.9	+49.6	-5.8	3.08	2.63	2.74	3.05
Eureka!	994.1	1,044.3	1,445.5	1,141.3	●●		+5.0	+38.4	-21.0	3.12	2.47	3.02	3.29
Helios	-	-	1,186.9	2,165.7	●●		-	+0.0	+82.5	-	-	2.01	2.77
Mosaic	6,184.5	5,919.2	5,285.8	3,734.5	●●		-4.3	-10.7	-29.3	2.38	2.25	2.53	2.55
Super Galena	701.8	472.0	493.9	465.4	●●		-32.7	+4.6	-5.8	3.11	3.17	3.31	3.23
Willamette	598.7	663.7	690.9	278.9	●●		+10.9	+4.1	-59.6	1.53	1.55	1.48	1.34
Rest	19,327.2	16,339.4	14,800.9	12,025.1			-15.5	-9.4	-18.8	2.07	1.87	2.02	1.97
PNW total	52,428.8	45,973.5	47,192.9	39,688.4			-12.3	+2.7	-15.9	2.13	1.90	2.13	2.20
Others	113.4	113.4	113.4	79.4			+0.0	+0.0	-30.0	0.11	0.22	0.25	0.30
<b>USA total</b>	<b>52,542.2</b>	<b>46,086.9</b>	<b>47,306.3</b>	<b>39,767.8</b>			<b>-12.3</b>	<b>+2.6</b>	<b>-15.9</b>	<b>2.05</b>	<b>1.86</b>	<b>2.09</b>	<b>2.17</b>
Argentina	268.0	325.0	254.0	360.0			+21.3	-21.8	+41.7	1.51	1.83	1.43	2.02
Australia	1,704.0	1,824.0	1,965.0	1,508.0			+7.0	+7.7	-23.3	2.17	1.98	2.08	1.96
Japan	202.0	202.0	123.0	160.0			+0.0	-39.1	+30.1	1.91	1.91	1.16	1.51
New Zealand	1,250.0	2,030.0	2,000.0	2,100.0			+62.4	-1.5	+5.0	1.68	2.08	2.05	1.42
P.R.China	6,100.0	6,055.0	6,100.0	5,810.0			-0.7	+0.7	-4.8	2.29	2.25	2.38	2.28
South Africa	739.0	715.0	739.8	682.0			-3.2	+3.5	-7.8	1.83	1.75	1.81	1.68
Rest	565.0	550.0	550.0	550.0			-2.7	+0.0	+0.0	1.18	1.31	1.31	1.31
<b>World total</b>	<b>130,352.8</b>	<b>106,599.1</b>	<b>118,135.7</b>	<b>113,219.8</b>			<b>-18.2</b>	<b>+10.8</b>	<b>-4.2</b>	<b>2.05</b>	<b>1.70</b>	<b>1.95</b>	<b>2.02</b>

PNW = Pacific Northwest

\*Estimate

# WORLD HOP CROP 2011 – 2024

(1,000 mt and % share)



\*Estimate

# HOPSTEINER LABORATORY VALUES

2021 – 2024

Alpha Content in %					Alpha Content in %				
Aroma Varieties	2021	2022	2023	2024	Bitter Varieties	2021	2022	2023	2024
Hersbrucker	4.6	1.9	3.0	2.5	Herkules	18.7	15.4	13.9	15.8
Perle	9.0	4.9	6.0	6.2	Magnum	16.0	12.2	11.8	12.9
Tradition	6.1	5.2	4.9	5.3	Taurus	17.8	14.6	13.8	15.9
Select	6.4	3.3	4.7	3.9	US Super Galena	14.5	15.5	14.8	14.8
Tettnang	4.7	2.6	2.6	3.3	US Bravo	15.5	14.8	14.5	15.0
Spalt	5.2	2.8	3.0	3.6	US Nugget	12.5	14.0	13.5	13.0
Saaz	4.0	2.8	2.6	2.6	US Eureka!	18.0	17.0	16.7	18.0
Styrian Aurora	6.8	7.0	9.7	7.7	CTZ	15.2	14.5	14.0	15.0
Styrian Golding (Celeia)	3.3	2.6	4.1	3.1	Pride of Ringwood	9.1	10.1	9.9	9.1
US Cascade	6.5	6.0	5.8	5.8					
US Willamette	5.0	4.0	4.3	4.3	<b>Dual Purpose</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Northern Brewer	10.5	6.4	7.5	8.3	US Centennial	10.5	10.0	10.0	10.0
					Sultana	14.0	15.0	15.0	15.0

# WORLD ALPHA ACIDS PRODUCTION

2021 – 2024

Total Crop Quantities in mt					% share				
	2021	2022	2023	2024*	2021	2022	2023	2024*	
Aroma Varieties	75,906	64,536	67,892	59,203	58.2	60.5	57.5	52.3	
Bitter Varieties	54,446	42,063	50,289	54,017	41.8	39.5	42.5	47.7	
<b>Total</b>	<b>130,353</b>	<b>106,599</b>	<b>118,136</b>	<b>113,220</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	

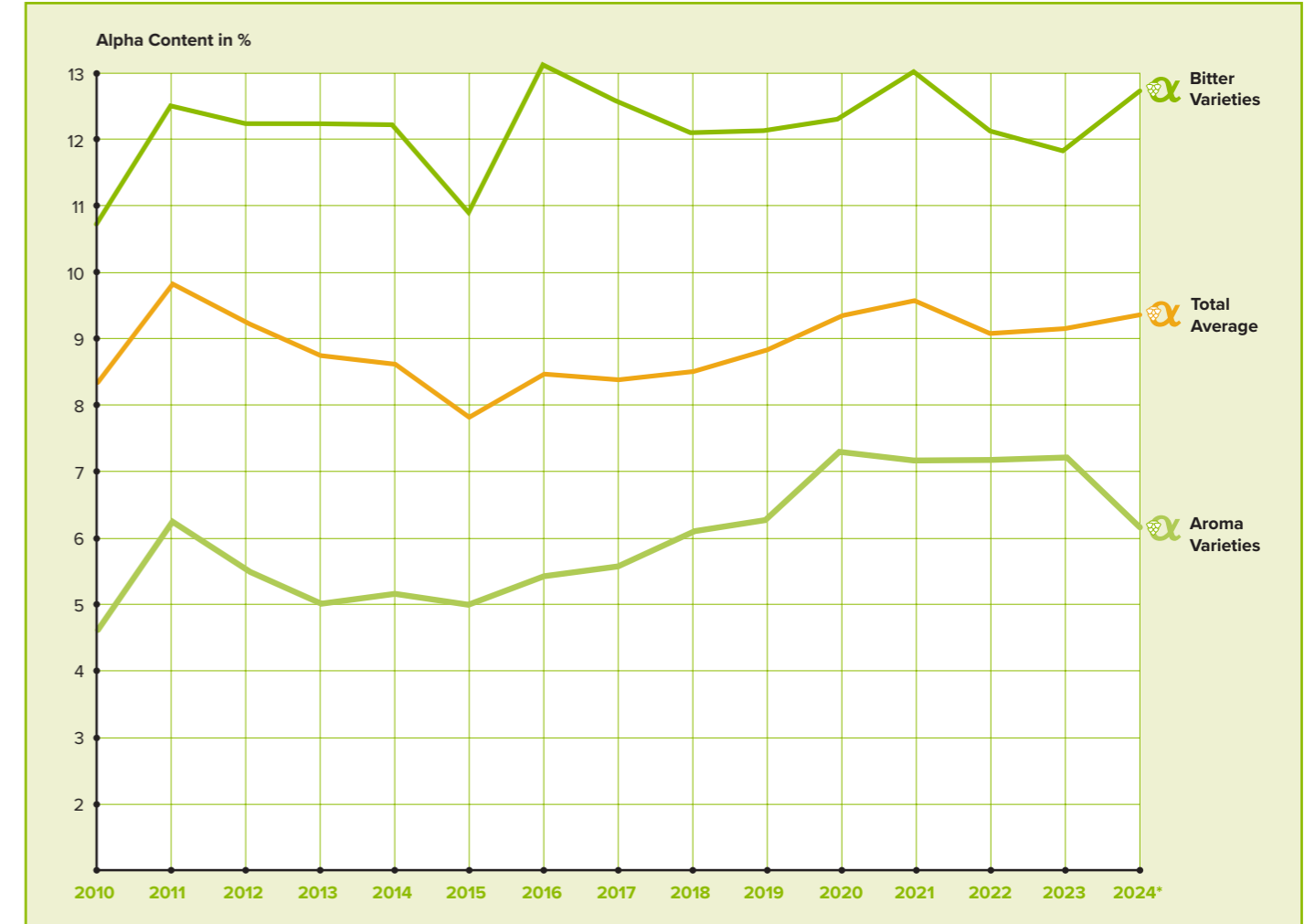
Alpha Amount in kg					Alpha Content in %				
	2021	2022	2023	2024*	2021	2022	2023	2024*	
Aroma Varieties	5,501,500	4,575,600	4,857,900	3,687,040	7.2	7.1	7.2	6.2	
Bitter Varieties	7,065,800	5,126,800	5,964,600	6,936,300	13.0	12.2	11.9	12.8	
<b>Total</b>	<b>12,567,300</b>	<b>9,702,400</b>	<b>10,822,500</b>	<b>10,623,340</b>	<b>9.6</b>	<b>9.1</b>	<b>9.2</b>	<b>9.4</b>	

## WORLDWIDE USE OF HOPS AND HOP PRODUCTS 2011 – 2024

	Hops total		Pellets total		Extract total	
	(mt)	(% total)	(mt)	(% total)	(mt)	(% total)
2011	97,376	56.0	54,531	56.0	41,482	42.6
2012	86,696	55.0	47,683	55.0	37,886	43.7
2013	82,631	61.3	50,653	61.3	31,069	37.6
2014	96,670	65.5	63,319	65.5	30,934	32.0
2015	85,911	73.5	63,160	73.5	22,189	25.8
2016	110,496	76.9	84,972	76.9	23,757	21.5
2017	117,718	75.0	88,312	75.0	28,017	23.8
2018	118,105	68.6	81,053	68.6	35,573	30.1
2019	129,160	66.8	86,279	66.8	41,331	32.0
2020	121,994	70.2	85,640	70.2	35,012	28.7
2021	130,353	72.4	94,376	72.4	34,413	26.4
2022	106,599	68.5	73,020	68.5	32,140	30.2
2023	118,136	70.5	83,286	70.5	33,511	28.4
2024*	113,220	73.0	82,651	73.0	29,437	26.0

\*Estimate

## ALPHA VALUES OVER TIME 2010 – 2024



\*Estimate

# WORLD BEER PRODUCTION

2021 – 2024

Beer Production in Mio hl				+/- %			
	2021	2022	2023	2024*	21/22	22/23	23/24*
Russia	81.6	70.4	83.0	89.0	-13.7	+17.9	+7.2
Germany	85.4	87.8	84.0	83.5	+2.8	-4.3	-0.6
Spain	38.1	41.1	41.5	42.0	+7.9	+1.0	+1.2
England	40.6	39.7	34.2	40.0	-2.2	-13.9	+17.0
Poland	38.2	37.9	37.0	38.0	-0.8	-2.4	+2.7
Netherlands	22.1	26.0	22.4	22.0	+17.6	-13.8	-1.8
Belgium	25.1	23.3	21.5	21.0	-7.2	-7.7	-2.3
Czechia	19.3	20.6	20.7	21.0	+6.7	+0.5	+1.4
France	22.1	20.0	21.0	21.0	-9.5	+5.0	+0.0
Italy	16.6	18.0	18.2	18.3	+8.4	+1.1	+0.5
Romania	16.6	16.1	15.0	16.0	-3.0	-6.8	+6.7
Austria	9.9	10.4	10.0	10.1	+5.1	-3.8	+1.0
Turkey	9.3	9.5	10.0	9.5	+2.2	+5.3	-5.0
Ireland	7.5	8.0	8.2	8.5	+6.7	+2.5	+3.7
Portugal	6.8	6.7	7.5	7.5	-1.5	+11.9	+0.0
Denmark	5.9	6.2	6.1	6.0	+5.1	-1.6	-1.6
Hungary	5.6	5.8	5.7	5.8	+3.6	-1.7	+1.8
Ukraine	17.0	6.0	5.3	5.5	-64.7	-11.7	+3.8
Sweden	4.4	4.2	5.0	5.0	-4.5	19.0	+0.0
Bulgaria	4.9	4.9	4.5	4.9	+0.0	-8.2	+8.9
Greece	3.4	5.6	4.2	4.2	+64.7	-25.0	+0.0
Finland	3.5	3.7	5.0	3.9	+5.7	35.1	-22.0
Croatia	3.3	3.4	3.4	3.4	+3.0	+0.0	+0.0
Norway	2.8	3.3	3.4	3.4	+17.9	+3.0	+0.0
Slovakia	3.4	3.3	3.2	3.3	-2.9	-3.0	+3.1
Lithuania	3.3	3.0	3.0	2.9	-9.1	+0.0	-3.3
Switzerland	2.3	2.7	2.7	2.7	+17.4	+0.0	+0.0
Slovenia	2.0	2.0	2.0	2.0	+0.0	+0.0	+0.0
Estonia	1.4	1.2	1.0	1.0	-14.3	-16.7	+0.0
Latvia	1.0	0.8	0.8	0.8	-20.0	+0.0	+0.0
Albania	0.6	0.7	0.7	0.7	+16.7	+0.0	+0.0
Cyprus	0.3	0.4	0.4	0.4	+33.3	+0.0	+0.0
Luxembourg	0.2	0.3	0.3	0.3	+50.0	+0.0	+0.0
Malta	0.2	0.2	0.2	0.2	+0.0	+0.0	+0.0
Europe rest	13.8	11.1	10.4	11.4	-19.6	-6.3	+9.6
<b>Europe total</b>	<b>518.5</b>	<b>504.3</b>	<b>501.5</b>	<b>515.2</b>	<b>-2.7</b>	<b>-0.6</b>	<b>+2.7</b>
USA	219.5	213.0	197.0	193.0	-3.0	-7.5	-2.0
Brazil	139.0	143.0	150.4	151.0	+2.9	+5.2	+0.4
Mexico	120.0	126.0	136.4	140.0	+5.0	+8.3	+2.6
Colombia	22.0	23.5	25.8	26.0	+6.8	+9.8	+0.8
Canada	21.8	22.6	21.5	21.0	+3.7	-4.9	-2.3
Argentina	20.0	19.8	18.8	19.0	-1.0	-5.1	+1.1
Peru	14.8	14.8	14.0	14.0	+0.0	-5.4	+0.0
Chile	8.7	8.6	9.2	8.9	-1.1	+7.0	-3.3
Equador	5.5	5.5	6.0	5.9	+0.0	+9.1	-1.7
Dominican Rep.	5.0	5.0	4.9	5.0	+0.0	-2.0	+2.0
Bolivia	3.8	3.8	3.8	3.8	+0.0	+0.0	+0.0
Paraguay	3.3	3.3	3.6	3.7	+0.0	+9.1	+2.8
Panama	3.3	3.3	3.5	3.5	+0.0	+6.1	+0.0
Cuba	3.1	3.1	3.1	3.1	+0.0	+0.0	+0.0
Guatemala	2.4	2.6	3.0	3.1	+8.3	+15.4	+3.3
Venezuela	2.0	2.2	2.3	2.3	+10.0	+4.5	+0.0
Honduras	2.1	2.1	2.3	2.3	-0.9	+9.5	+0.0
Costa Rica	1.9	2.0	2.0	2.1	+5.3	+0.0	+5.0
El Salvador	1.6	1.6	1.6	1.6	+0.0	+0.0	+0.0
Nicaragua	1.4	1.6	1.6	1.6	+14.3	+0.0	+0.0
Uruguay	1.1	1.2	1.1	1.1	+9.1	-8.3	+0.0

\*Estimate

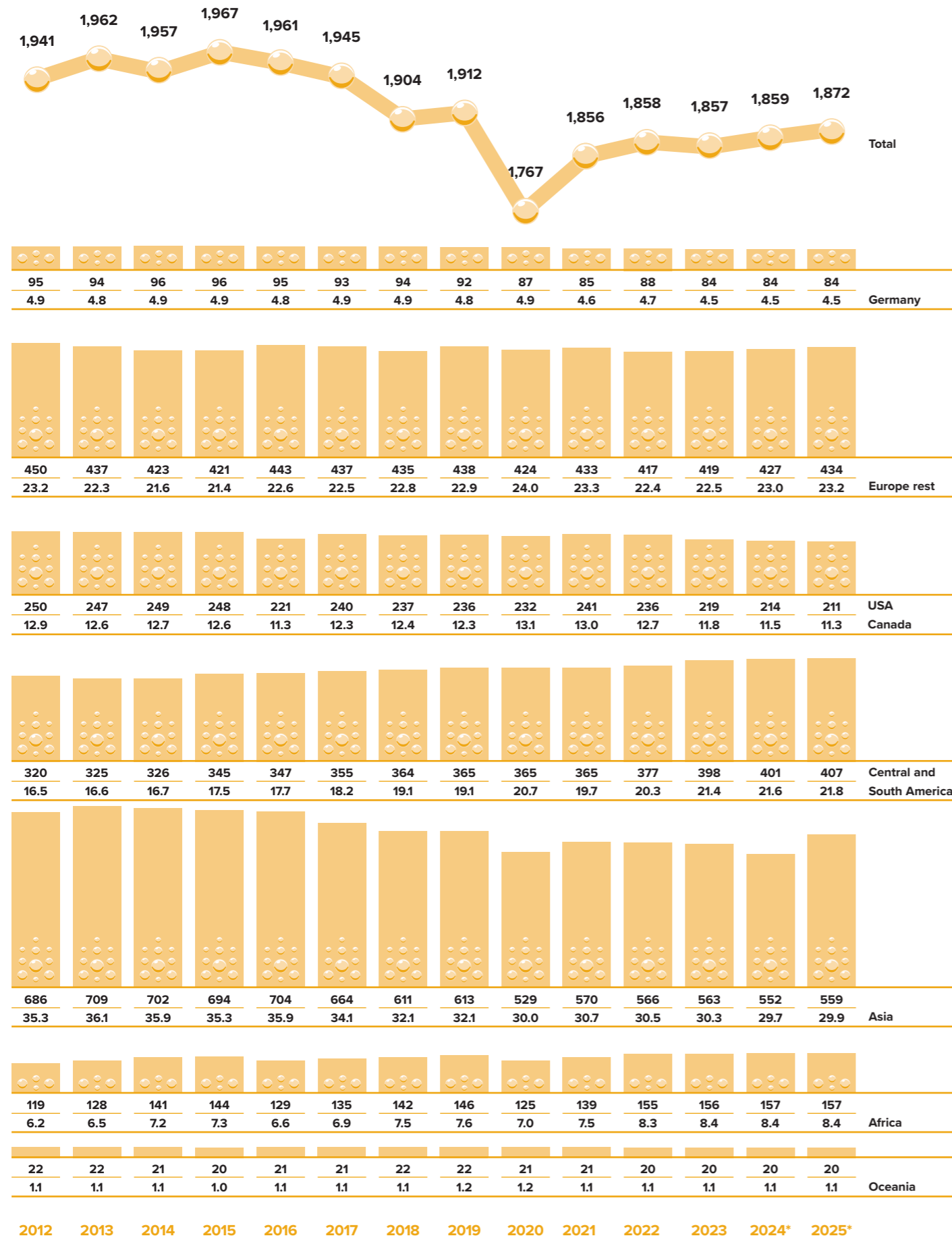
Beer Production in Mio hl				+/- %			
	2021	2022	2023	2024*	21/22	22/23	23/24*
→ Trinidad	1.0	1.0	1.0	1.0	+0.0	+0.0	+0.0
Puerto Rico	0.7	0.7	0.7	0.7	+0.0	+0.0	+0.0
Jamaica	0.6	0.6	0.6	0.6	+0.0	+0.0	+0.0
America rest	2.0	1.2	2.1	1.1	-40.0	+75.0	-47.6
<b>America total</b>	<b>606.6</b>	<b>612.1</b>	<b>616.3</b>	<b>615.4</b>	<b>+0.9</b>	<b>+0.7</b>	<b>-0.1</b>
P.R.China	365.3	356.9	355.0	345.0	-2.3	-0.5	-2.8
Japan	45.1	43.0	44.7	45.0	-4.7	+4.0	+0.7
Vietnam	42.3	40.1	36.0	34.0	-5.2	-10.2	-5.6
India	16.2	23.0	24.4	26.0	+42.0	+6.1	+6.6
Thailand	18.9	21.0	21.8	20.2	+11.1	+3.8	-7.3
Philippines	18.3	17.6	17.4	17.8	-3.8	-1.1	+2.3
South Korea	13.2	17.8	16.3	15.5	+34.8	-8.4	-4.9
Cambodia	13.8	13.5	14.6	15.0	-2.2	+8.1	+2.7
Taiwan	5.1	5.2	5.2	5.2	+2.0	+0.0	+0.0
Laos	4.6	4.9	5.0	5.0	+6.5	+2.0	+0.0
Myanmar	3.1	3.4	2.9	3.0	+9.7	-14.7	+3.4
Indonesia	1.8	2.8	2.7	2.8	+55.6	-3.6	+3.7
Malaysia	2.7	2.7	2.5	2.7	+0.0	-7.4	+8.0
Nepal	1.5	2.1	2.0	2.1	+40.0	-4.8	+5.0
Singapore	1.8	1.9	2.0	2.0	+5.6	+5.3	+0.0
Sri Lanka	1.3	1.3	1.3	1.4	+0.0	+0.0	+7.7
Israel	1.3	1.3	1.3	1.2	+0.0	+0.0	-7.7
Mongolia	0.7	0.8	0.8	0.8	+14.3	+0.0	+0.0
Lebanon	0.2	0.2	0.2	0.2	+0.0	+0.0	+0.0
Jordan	0.1	0.2	0.2	0.2	+100.0	+0.0	+0.0
Pakistan	0.1	0.2	0.2	0.2	+100.0	+0.0	+0.0
Asia rest	13.0	6.5	6.6	6.2	-50.0	+1.5	-6.1
<b>Asia total</b>	<b>570.4</b>	<b>566.4</b>	<b>563.1</b>	<b>551.5</b>	<b>-0.7</b>	<b>-0.6</b>	<b>-2.1</b>
South Africa	31.0	32.5	33.0	33.5	+4.8	+1.5	+1.5
Nigeria	19.4	19.6	18.0	18.0	+1.0	-8.2	+0.0
Angola	11.0	11.0	11.0	11.0	+0.0	+0.0	+0.0
Ethiopia	9.0	10.0	11.0	11.0	+11.1	+10.0	+0.0
Cameroon	7.2	7.5	7.8	7.8	+4.2	+4.0	+0.0
Zaire	4.7	4.9	5.1	5.1	+4.3	+4.1	+0.0
Tanzania	4.5	4.6	4.6	4.6	+2.2	+0.0	+0.0
Kenya	4.3	4.4	4.4	4.4	+2.3	+0.0	+0.0
Mozambique	3.6	3.7	3.8	3.9	+2.8	+2.7	+2.6
Uganda	3.6	3.8	3.7	3.7	+5.6	-2.6	+0.0
Ghana	3.0	3.3	3.4	3.4	+10.0	+3.0	+0.0
Ivory Coast	3.3	3.2	3.2	3.2	-3.0	+0.0	+0.0
Algeria	1.4	2.3	3.0	3.0	+64.3	+30.4	+0.0
Zambia	2.8	2.3	2.1	2.2	-17.9	-8.7	+4.8
Zimbabwe	2.2	2.1	2.2	2.2	-4.5	+4.8	+0.0
Tunisia	1.9	1.9	1.9	1.9	+0.0	+0.0	+0.0
Madagascar	1.1	1.2	1.3	1.3	+9.1	+8.3	+0.0
Morocco	0.8	1.9	0.9	1.0	137.5	-52.6	+11.1
Egypt	0.9	0.9	0.9	0.9	+0.0	+0.0	+0.0
Mauritius	0.4	0.4	0.5	0.5	+0.0	+25.0	+0.0
Africa rest	22.8	33.4	33.8	34.0	+46.5	+1.2	+0.6
<b>Africa total</b>	<b>138.9</b>	<b>154.9</b>	<b>155.6</b>	<b>156.6</b>	<b>+11.5</b>	<b>+0.5</b>	<b>+0.6</b>
Australia	16.8	17.0	16.1	16.1	+1.2	-5.3	+0.0
New Zealand	2.9	2.2	2.9	2.9	-24.1	+31.8	+0.0
Oceania rest	1.4	1.2	1.1	1.1	-14.3	-8.3	+0.0
<b>Oceania total</b>	<b>21.1</b>	<b>20.4</b>	<b>20.1</b>	<b>20.1</b>	<b>-3.3</b>	<b>-1.5</b>	<b>+0.0</b>
<b>World total</b>	<b>1,855.5</b>	<b>1,858.1</b>	<b>1,856.6</b>	<b>1,858.8</b>	<b>+0.1</b>	<b>-0.1</b>	<b>+0.1</b>

\*Estimate

# WORLD BEER PRODUCTION

2012 – 2025

(Mio hl and % share)

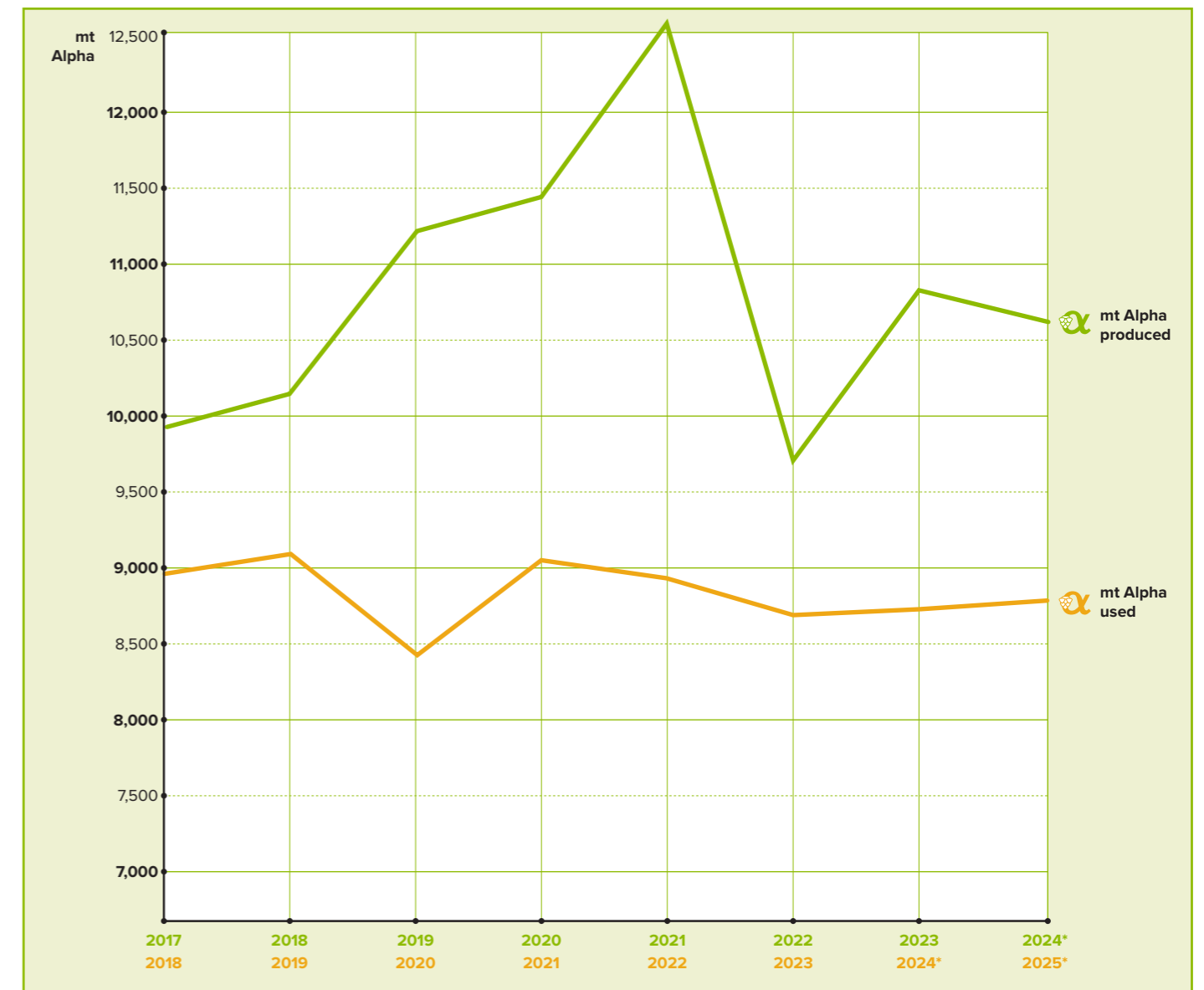


\*Estimate

# WORLD HOP ALPHA ACID SUPPLY AND DEMAND

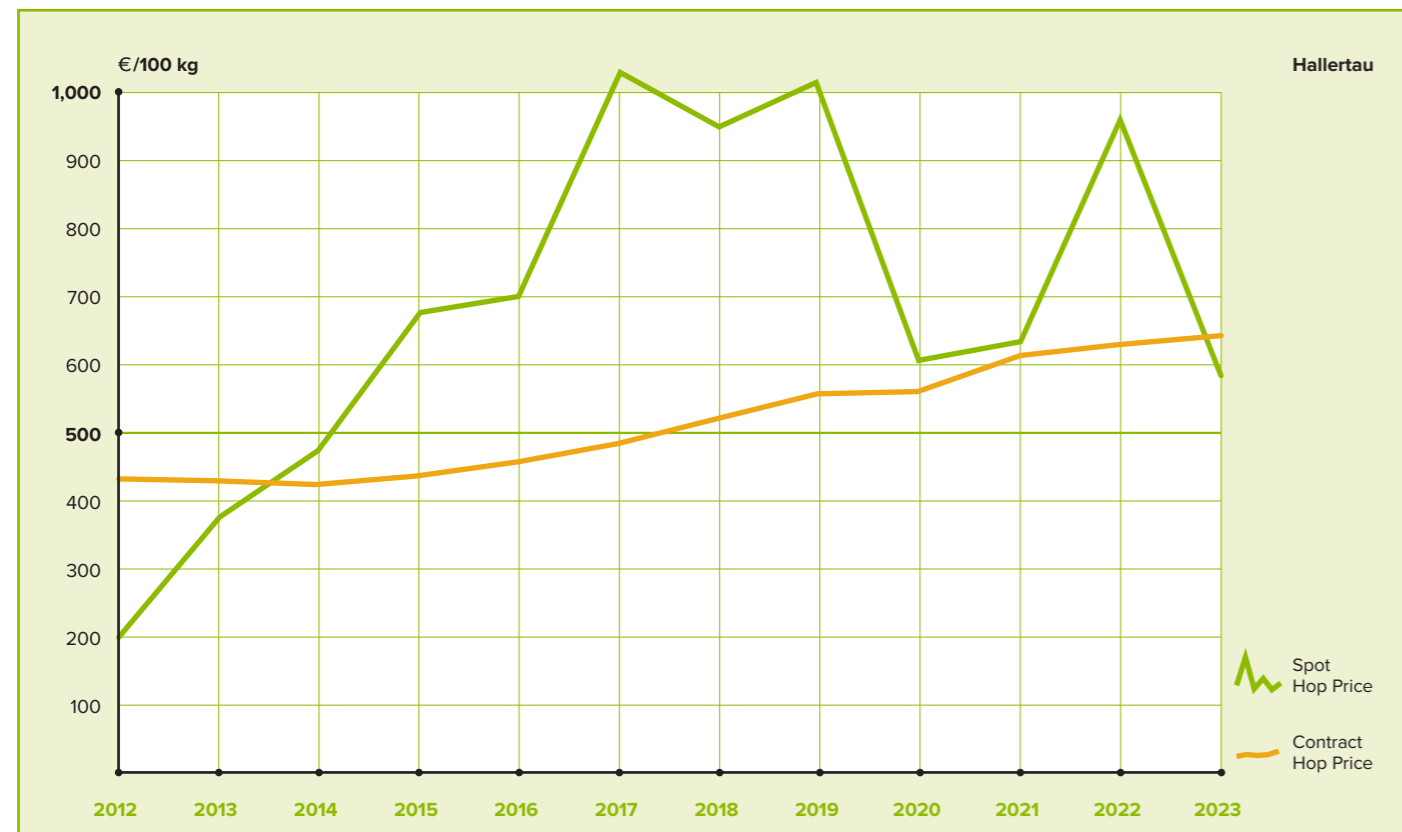
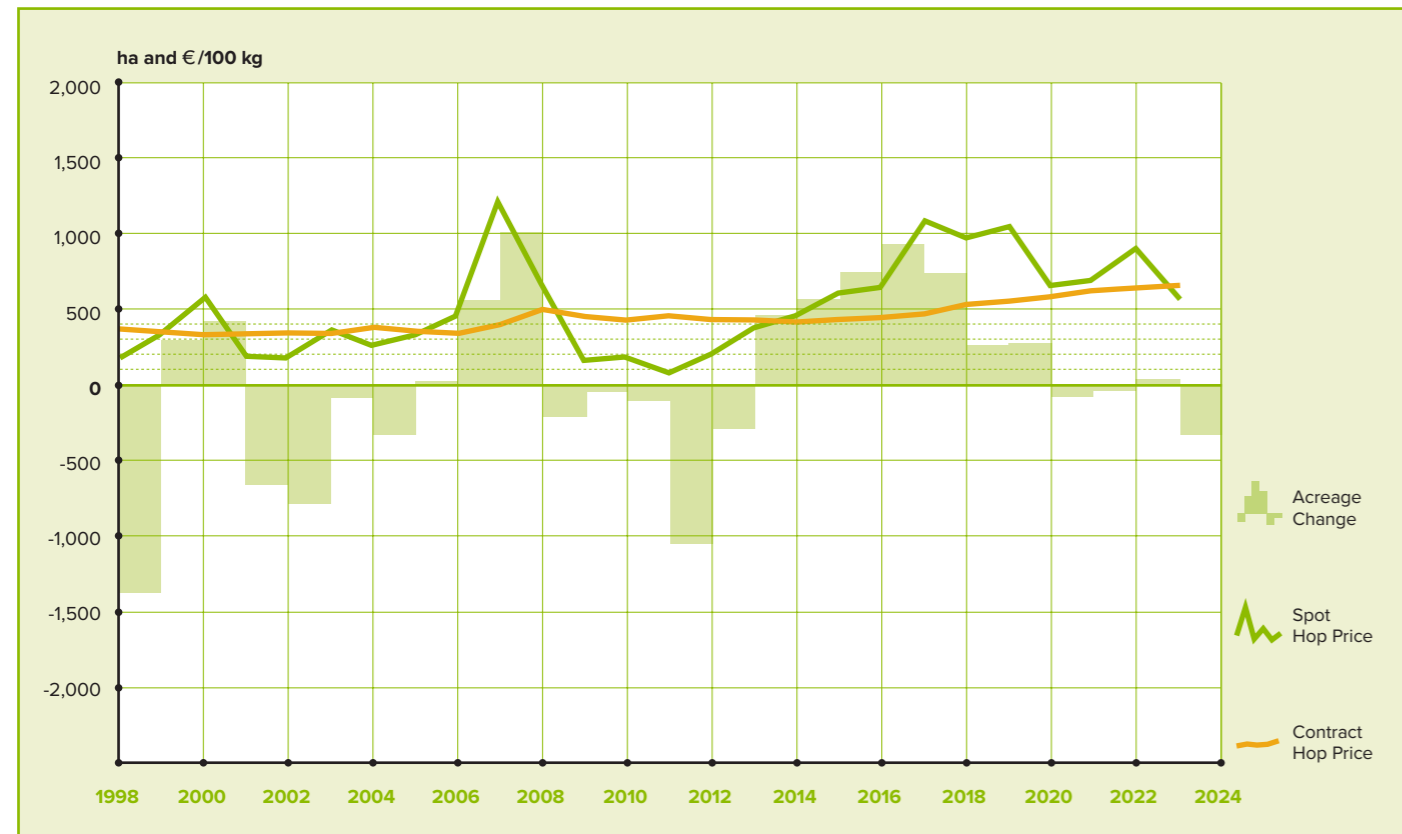
2017 – 2024

	Production (mt Alpha)	Beer Production (Mio hl)	Alpha Dosage (g Alpha / hl)	Alpha Usage (mt Alpha)	Annual Balance (mt Alpha)
2017	9,901	1,904	4.7	8,949	952
2018	10,123	1,912	4.9	9,369	754
2019	11,316	1,767	4.8	8,482	2,834
2020	11,424	1,856	4.9	9,094	2,330
2021	12,567	1,858	4.8	8,918	3,649
2022	9,702	1,857	4.7	8,728	974
2023	10,823	1,859	4.7	8,737	2,086
2024*	10,623	1,872	4.7	8,798	1,825



\*Estimate

# HOP CYCLE



# HOP MARKET REVIEW AND OUTLOOK

## RETROSPECTIVE – CROP 2023

In many European growing areas crop 2023 was challenging. Similarly to crop 2022, hot and dry conditions during the growing season led to lower yields and below-average alpha levels. Especially hard hit was Germany, where only 35,000 mt were harvested out of a total European crop of 59,100 mt on practically the same acreage as 2022. Decent crop results in Slovenia (2,735 mt) and Czechia (7,000 mt) were positives that somewhat offset the German results.

In USA the 47,306 mt harvested in 2023 was a good result and was a partial offset to the large acreage reduction that took place. Note that while approximately 9,000 acres of aroma hops were removed, approximately 3,000 acres of bitter hops were planted. This reflected the weak craft beer market on one hand and the desire by brewers to diversify their source of alpha on the other hand.

The worldwide average alpha of crop 2023 of 9.2% was a tiny 0.1 improvement from crop 2022 for a total alpha production of 10,823 MT. With an estimated 1,859 million HL of beer production, we calculate the brewing year 2024 demand for alpha to be approximately 8,740 MT. This results in a paper overproduction of 2,086 MT of alpha acids.

In Europe the oversupply is contained in forward contracts with brewers. For this reason and the short crop, the volumes available from the spot market were limited. Despite these limited volumes, spot prices remained low, reflecting the soft beer market. This reality led to delayed call-offs of contracted hops and, consequently, a further acreage reduction of 18.5% in USA for crop 2024.

## LOOK AHEAD – CROP 2024

For crop 2024 the USA aggressively reduced acreage to better meet the weak beer market. A similar reduction happened in Australia. There was no meaningful reduction in Europe. The European forward contract ratio remained over 80% going into crop 2024, which limited the ability of the industry to adjust to changing market conditions.

The 2024 growing season in Germany was characterized by warm temperatures but adequate precipitation into July. In general, this meant that expectations for the crop were positive for both volume and alpha. Unfortunately, the weather became warmer and drier during August, which resulted in decent tonnage but disappointing alpha values in the crop.

It was a similar story in the rest of Europe, including Slovenia, France, Czechia and England.



In Germany the 2024 crop came in at 46,315 MT with an average yield of 2.3 mt/hectare. This represents a slight 0.3 mt/ha improvement from crop 2023. Unfortunately, the alpha clause will be in effect for certain aroma hops; discussions with customers have already started. The crop for the rest of Europe added 15,967 MT so the entire European crop came in at 62,282 MT. For all the reasons stated above, spot demand is lower than in previous years.

In USA growing conditions were generally favorable and resulted in a fairly normal crop of 39,768 MT or 2.17 MT/hectare. The reduction of the acreage of lower-yielding aroma hops is an obvious factor in the per-hectare yield increase.

Average crops were harvested in other growing countries, for example Argentina, Australia, China, Japan, New Zealand, and South Africa. In all, the world's 2024 hop harvest resulted in a crop of 113,220 MT with an average alpha acid content of 9.4%, a slight increase from the 9.2% recorded in 2023.

According to current data and estimates for 2024, the world's beer production has returned to being slightly back to growth. For 2024 we expect 1,859 MHL to be brewed followed by 1,872 MHL in 2025. During summer 2024 we conducted an analysis of hop dosage of major beer brands. Our data show that the world dosage has remained stable at 4.7 grams of alpha per hectoliter. The resulting calculation of 2025 demand (1,872 million hectoliters) and supply (10,623 mt alpha) shows that the world's 2024 hop crop has produced a theoretical excess of 1,825 mt alpha acids, or 21% greater than demand. While this is a reasonable number from a risk management perspective, past crop inventory in brewer and merchant hands continue to press upon the market, in effect adding to the backlog and rendering the oversupply much larger. Prudent analysis therefore indicates a need for acreage reduction in 2025 and 2026.

A straight calculation of what reduction would take the balance to even would be 9,800 hectares to be removed globally.

The oversupply presents a great financial challenge to the hop industry. At the same time that the industry is reducing in size, it is also paying increased rates of interest on loans to cover the cost of the large, contracted inventory in its hands. We project that 2025 and 2026 will bring additional acreage decreases when grower contracts expire. The reduction will not just occur in USA, but worldwide. The hop industry needs to regain better communication with the brewing industry so that the peak-and-valley market situation can be moderated. When future contracting returns, the volumes must become more compatible with demand and also reflect a downward stagger-step so as to make future corrections simpler to execute and more timely. That would also help make the contract market active at all times, not just every four or five years.

In the past decade there has been a proliferation of hop varieties. Both the hops and brewing industries have sought to leverage creative brand development and sustainability goals via new hops. The technical energies and achievements of hop breeders have not been consistently reciprocated by brewers, however. In a time of cost inflation and greater regulation of the use of plant protection materials, it is critical for brewers to maintain healthy approval processes for new, higher-yielding and disease tolerant hop varieties. There is no supply tightness now, but when the market cycle gets back around to shortage, those brewers with a broader range of accepted hop varieties will be the ones who do not experience major price spikes.

We will continue to keep you updated!





# Hopsteiner®



## *Simon H. Steiner, Hopfen, GmbH*

Auhofstraße 18 | D-84048 Mainburg, Germany  
Tel +49 (0) 87 51-86 05-0 | Fax +49 (0) 87 51-86 05-80  
E-mail [info@hopsteiner.de](mailto:info@hopsteiner.de)

## *S.S. Steiner, Inc.*

725 5th Avenue, New York, N.Y., 10022, USA  
Tel +1 800 339 8410 | Fax +1 212 593-4238  
E-mail [sales@hopsteiner.com](mailto:sales@hopsteiner.com)

## *Steiner Hops Limited*

15A Henley Business Park, Pirbright Road,  
Normandy, Surrey GU3 2DX, England  
Tel +44 (0) 1992 572 331 | Fax +44 (0) 1992 573 780  
E-mail [enquiries@hopsteiner.co.uk](mailto:enquiries@hopsteiner.co.uk)

## *Steiner Asia*

Steiner Hops (Zhuhai) Co., Ltd.  
1503 Jiu Chang Building, No. 8, Hai Zhou Road, Ji Da District,  
Zhuhai, Guangdong, China 519015  
Tel +86 756 322-3340 | Fax +86 756 322-3345  
E-mail [info@hopsteiner.com.cn](mailto:info@hopsteiner.com.cn)