

# Beverages

# US beer volume -5% (Nielsen, Feb); no impact on ABI from Trump post

Industry Overview

## Off-trade beer volume -5% in the four weeks to Feb 24th

US industry beer volume declined -4.7% in the four weeks to February 24th (vs -4.9%/ -3.5% in the previous four-week periods). Industry price/mix increased +2.0% (vs +1.4% in January). Industry sales declined -2.8% (vs prev. -3.6%).

### No visible impact from Trump's post on ABI share

ABI beer volume declined -14.5% YoY in the last four weeks, (vs -14.4% in the previous period). ABI's volume market share slipped slightly sequentially to -493 bps YoY (vs -484/-509bps in Jan/Dec). Market share had been improving consistently since August (when ABI was losing c600 bps). Price/mix (+1.1%), however, improved in the period. The last weeks of data don't show a positive impact following Trump's favourable post on February 6th. Bud Light volume was -29% YoY in the period, Budweiser -15%, Busch Light -6% and Michelob Ultra -3%. ABI's prepared cocktails brands continue to grow strongly (NUTRL volume +68% and Cutwater +21%).

Constellation Brands (+7%) and Molson Coors (+5%) remain strong.

### Heineken volume -2%

Heineken USA volume fell 2.0% YoY, improving vs the previous periods (-4.5%/-3.2% in Jan/Dec). Sales were -1.8% YoY, as price/mix (+0.2%) continues to lag the industry. Heineken brand volume declined -1.6%, with Silver contributing 5.2pp of growth (higher than in previous periods). Dos Equis declined -1%; Tecate -5%.

Exhibit 1: Nielsen US Beer volume performance summary (current period: 4 W/E 24 Feb 24) Beer volume -4.7% YoY; price/mix +2.0% YoY in the latest period

		Volume		Price/mix	Volume	Volume
	30-Dec-23	27-Jan-24	24-Feb-24	24-Feb-24	4 yr stack	YTD
US Beer	-3.5%	-4.9%	-4.7%	2.0%	-7.7%	-4.8%
ABI	-13.9%	-14.4%	-14.5%	1.1%	-19.1%	-14.5%
Molson Coors	5.6%	4.3%	4.8%	1.6%	-7.2%	4.5%
Constellation	10.8%	6.1%	6.8%	0.8%	38%	6.5%
Heineken	-3.2%	-4.5%	-2.0%	0.2%	-18.3%	-3.2%
Pabst	8.4%	5.9%	6.2%	-0.1%	-14%	6.1%
Sierra Nevada	-1.4%	-1.7%	-3.5%	2.8%	3.9%	-2.7%
New Belgium	11.6%	15.0%	11.3%	2.2%	67%	13.1%
Boston Beer	-6.8%	-5.6%	-11.6%	3.6%	-28%	-8.7%
Diageo Beer	0.3%	4.4%	-0.7%	1.9%	0.4%	1.6%

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Equity Europe Beverages - Alcoholic

Andrea Pistacchi >> Research Analyst MLI (UK) +44 20 7996 4938 andrea.pistacchi@bofa.com

Victor Beltran-Segarra >> Research Analyst MLI (UK) +44 20 7996 4368 victor.beltran-segarra@bofa.com

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Source: Nielsen

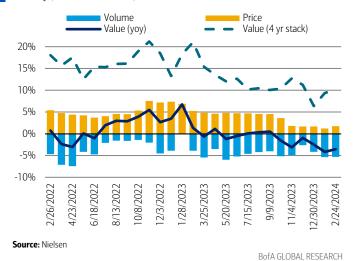
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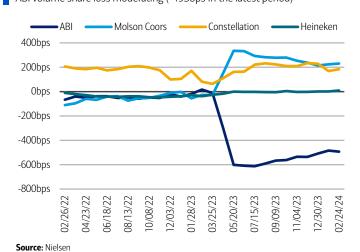
# Nielsen Beer tracker

### Exhibit 2: Nielsen US beer industry (incl. seltzers) sales and volume

Industry (beer + hard seltzer) volume -5.3% in latest 4W



# **Exhibit 3: ABI, HEIA & DGE volume share of core beer (YoY change)**ABI volume share loss moderating (-493bps in the latest period)



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## **Exhibit 4: US Beer Top Volume Gainers / Losers**

Coors Light and Modelo continue to gain volume

	4 week	s	12 weeks	<b>;</b>	52 weeks	<b>;</b>
Brand	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)
<u>Top Gainers</u>						
Coors Light	812,568	12%	2,496,267	12%	12,968,084	13%
Modelo Especial	734,984	11%	2,513,771	12%	9,307,844	9.0%
Miller Lite	346,294	6%	1,169,249	6%	8,360,133	9.3%
Coors Banquet	220,539	24%	666,967	24%	3,156,690	25%
Yuengling	220,534	21%	725,815	23%	3,863,313	25%
Pacifico	148,067	26%	472,333	28%	2,001,602	23.7%
Modelo Oro Light Beer	117,040	NM	378,160	NM	2,276,683	NM
New Belgium	90,726	12%	284,151	13%	1,350,190	14%
Heineken Silver	76,568	NM	200,789	NM	930,770	NM
Pabst	64,354	8%	209,242	8%	1,307,522	11%
Top 10 Losers						
Corona Extra	-101,373	-2%	-274,976	-2%	-925,259	-1%
Milwaukee'S Best	-106,198	-14%	-293,071	-13%	-778,577	-8%
Bud Ice	-110,041	-10%	-350,142	-11%	-1,817,283	-12%
Natural Ice	-113,930	-10%	-247,974	-7%	-551,408	-4%
Natural Light	-171,774	-4%	-381,114	-3%	-2,403,604	-4%
Busch	-202,748	-11%	-651,491	-11%	-2,788,130	-10%
Michelob Ultra Lgr	-250,975	-3%	-716,728	-3%	-3,601,120	-3%
Busch Light	-314,132	-6%	-850,181	-6%	-3,946,503	-6%
Budweiser	-774,818	-15%	-2,326,062	-15%	-9,966,284	-14%
Bud Light	-3,809,582	-29%	-11,578,382	-29%	-51,998,259	-27%

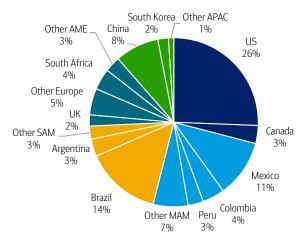
Source: Nielsen

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# AB InBev: volume -15 and value -14%

### Exhibit 5: ABI sales split by country (FY22)

The US accounts for 26% of ABI sales

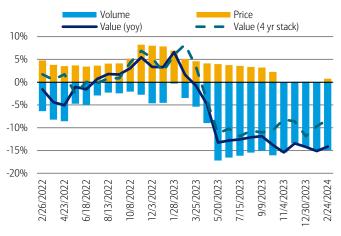


**Source:** Company reports

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#### Exhibit 7: ABI US beer + hard seltzer sales

Volume declined 15% in the latest 4W

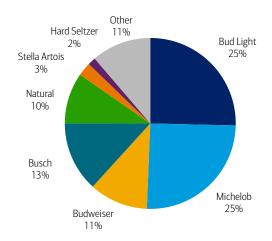


Source: Nielsen

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### Exhibit 6: ABI latest 52 weeks US value split by brand

Bud Light + Michelob Ultra represent 50% of ABI US beer off-trade sales

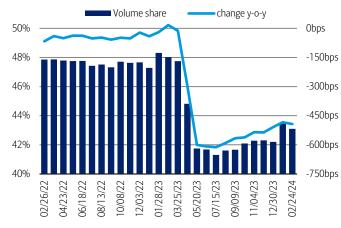


Source: Nielsen

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#### **Exhibit 8: ABI US market share trends**

ABI lost -493bps share in the latest period



Source: Nielsen

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### **Exhibit 9: ABI US beer summary**

All key brands decline

		% Ch	g (Latest 4	wks)	% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
	% Value (52 weeks)	Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
ANHEUSER-BUSCH INC.	100%	-13.6%	-14.5%	1.1%	-13.9%	-14.2%	0.4%	-11.0%	-13.6%	3.0%
BUD LIGHT	25.8%	-28%	-29.0%	1.3%	-29%	-29%	0.7%	-24%	-27%	3.3%
MICHELOB ULTRA LGR	23.7%	-3%	-3.3%	0.2%	-3%	-3%	-0.2%	-1%	-3%	2.2%
BUDWEISER	11.3%	-14%	-15.4%	1.7%	-14%	-15%	1.3%	-11%	-14%	3.6%
BUSCH LIGHT	9.3%	-4%	-6.3%	2.6%	-4%	-6%	1.6%	-1%	-6%	4.6%
NATURAL LIGHT	6.9%	-3%	-4.4%	1.6%	-3%	-3%	0.0%	-1%	-4%	3.3%
NATURAL ICE	2.0%	-8%	-9.9%	1.6%	-7%	-7%	0.4%	-1%	-4%	3.3%
BUSCH	3.5%	-9%	-10.6%	1.4%	-11%	-11%	0.5%	-7%	-10%	4.1%
STELLA ARTOIS	2.6%	-7%	-7.6%	0.3%	-7%	-7%	0.5%	-5%	-8%	2.8%
MICHELOB ULTRA PURE GOLD LGR	0.9%	-15%	-15.6%	0.3%	-16%	-15%	-0.8%	-15%	-15%	1.2%
GOOSE ISLAND	0.6%	0%	-6%	6.1%	1%	0%	1.0%	4%	-3%	7.4%

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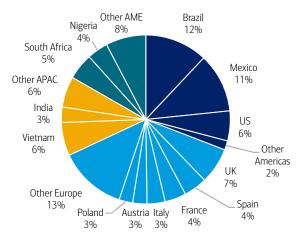


Source: Nielsen

# Heineken: volume -2% and value -1.8%

### Exhibit 10: Heineken sales split by country (FY22)

The US accounts for c6% of Heineken group sales



Source: Company reports

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Exhibit 11: Heineken latest 52 weeks US value split by brand

Other

4%

Brand Heineken represents c1/2 of US off-trade sales

Tecate

8%

Lagunitas

9%

Dos Equis

26%

Source: Nielsen

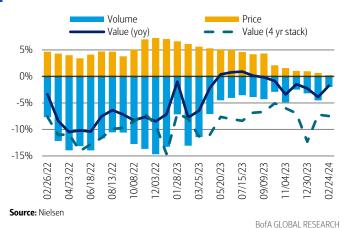
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Heineken

53%

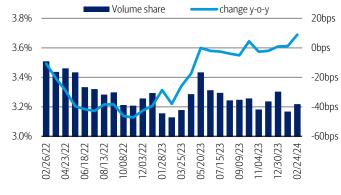
### **Exhibit 12: Heineken US beer sales**

Volume declined -2.0% YoY



# Exhibit 13: Heineken US market share trends

Heineken gains share (+9bps) YoY



Source: Nielsen

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# **Exhibit 14: Heineken US beer summary**

Heineken brand volume declined -1.6%

		% C	hg (Latest 4	wks)	% Ch	g (Latest 12	wks)	% Ch	4%         -4.5%           2%         -2.0%           1%         -5.6%           5%         8.5%           .5%         -29.2%           2%         -4.3%           3%         -12.6%           4%         -10.4%           2%         -8.8%           7%         -10.4%			
	% Value (52 weeks)	Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing		
HEINEKEN USA	100%	-1.8%	-2.0%	0.2%	-2.6%	-3.2%	0.6%	-1.4%	-4.5%	3.3%		
HEINEKEN	53%	-2.0%	-1.6%	-0.4%	-2.6%	-3.3%	0.6%	1.2%	-2.0%	3.2%		
HEINEKEN ORIGINAL	50%	-5.1%	-6.2%	1.1%	-5.7%	-7.1%	1.4%	-2.1%	-5.6%	3.7%		
HEINEKEN 00	5.4%	5.4%	6.5%	-1.0%	9.6%	11.7%	-1.9%	10.5%	8.5%	1.8%		
HEINEKEN LIGHT	1.0%	-33.2%	-33.3%	0.2%	-30.5%	-31.3%	1.1%	-26.5%	-29.2%	3.8%		
DOS EQUIS	26%	-0.9%	-0.9%	0.0%	-2.0%	-1.8%	-0.2%	-2.2%	-4.3%	2.3%		
LAGUNITAS	9%	-3.7%	-6.4%	2.9%	-4.9%	-6.7%	2.0%	-9.3%	-12.6%	3.8%		
TECATE	8.3%	-5.5%	-5.5%	-0.1%	-6.1%	-6.0%	-0.1%	-7.4%	-10.4%	3.4%		
TECATE ORIGINAL	5.2%	-3.5%	-4.5%	1.0%	-3.4%	-4.5%	1.2%	-5.2%	-8.8%	4.0%		
TECATE LIGHT	2.9%	-5.5%	-3.5%	-2.1%	-7.2%	-5.3%	-2.0%	-7.7%	-10.4%	3.0%		
RED STRIPE	1.4%	0.8%	-0.5%	1.3%	-2.7%	-4.4%	1.7%	-2.9%	-7.0%	4.5%		
NEWCASTLE	0.1%	0.0%	-2.9%	3.0%	-19.1%	-20.7%	1.7%	-17.5%	-20.5%	3.0%		

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Source: Nielsen

# Nielsen Hard Seltzers tracker

# **Exhibit 15: Nielsen US Hard Seltzer snapshot**

Volume of all brands declined

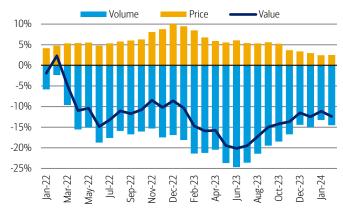
		% Ch	% Chg (Latest 4 wks) % Chg (Latest 12 wks)				% Chg (Latest 52 wks)			
	% Value (52 weeks)	Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
HARD SELTZER	100%	-12.4%	-14.5%	2.5%	-12.0%	-14.3%	2.7%	-15.8%	-19.8%	4.9%
MARK ANTHONY BRANDS	58.2%	-0.7%	-2.5%	1.9%	0.8%	-1.0%	1.8%	0.6%	-3.7%	4.5%
WHITE CLAW HARD SELTZER	57.9%	0.2%	-1.4%	1.7%	1.6%	-0.1%	1.7%	1.5%	-2.7%	4.4%
MIKE'S	0.3%	-82%	-84%	12.2%	-75%	-77%	6.2%	-63%	-64%	4.7%
BOSTON BEER	21.4%	-23%	-24%	2.0%	-22%	-24%	1.9%	-27%	-30%	3.4%
TRULY HARD SELTZER	21.4%	-23%	-24%	2.0%	-22%	-24%	1.9%	-27%	-30%	3.4%
ANHEUSER-BUSCH INC.	6.5%	-46%	-47%	1.0%	-47%	-48%	1.1%	-48%	-49%	1.8%
BUD LIGHT	4.4%	-49%	-49%	-0.1%	-50%	-50%	-0.6%	-50%	-51%	0.4%
MICHELOB	1.5%	-37%	-39%	3.6%	-39%	-42%	5.7%	-39%	-42%	4.4%
NATURAL	0.0%	-66%	-66%	0.1%	-69%	-69%	-0.4%	-76%	-77%	4%
MOLSON COORS BEVERAGE CO	7.6%	-17%	-16%	-0.8%	-19%	-19%	1.0%	-21%	-24%	4.7%
VIZZY	2.5%	-24%	-18%	-6.8%	-29%	-27%	-1.7%	-29%	-31%	3.4%
TOPO CHICO	5.1%	-13%	-15%	2.4%	-13%	-15%	2.1%	-17%	-21%	5.1%
CONSTELLATION BRANDS BEER DIV	0.9%	-66%	-69%	8.6%	-66%	-69%	8.6%	-63%	-66%	7.1%
CORONA	0.3%	-55%	-56%	1.9%	-55%	-56%	2.5%	-55%	-57%	4.5%
DIAGEO	1.3%	-33%	-34%	1.8%	-33%	-34%	1.4%	-33%	-35%	3.3%

Source: Nielsen

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#### **Exhibit 16: Nielsen US Hard Seltzer sales**

Hard seltzer volume declined 15% in the latest period

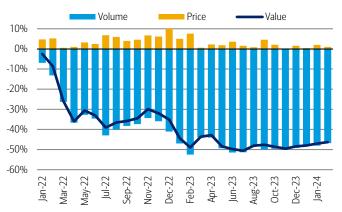


Source: Nielsen

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### **Exhibit 18: ABI US Seltzer sales**

ABI volume declined (-47%) in the latest period

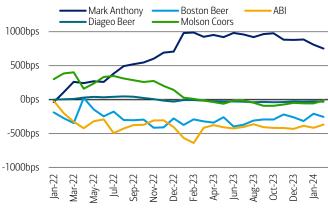


Source: Nielsen

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# Exhibit 17: Key players volume share change y-o-y

Mark Anthony (White Claw) gains 8pp of share

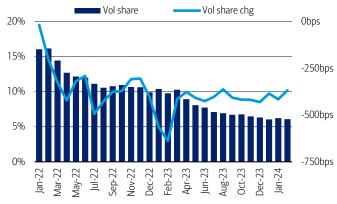


Source: Nielsen

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### **Exhibit 19: ABI market share trends**

ABI loses 4pp market share YoY



Source: Nielsen

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# **Brand weekly performance**

# Exhibit 20: Volume YoY % change (1-week ended)

ABI volume fell to 15% in the week ending February 24<sup>th</sup>

	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12	06/01	13/01	20/01	27/01	03/02	10/02	17/02	24/02
ABI	-12.8%	-10.7%	-13.7%	-14.3%	-13.9%	-13.5%	-16.4%	-11.5%	-12.1%	-14.8%	-16.6%	-14.2%	-12.7%	-14.7%	-15.5%	-15.1%
Bud Light	-28.1%	-26.4%	-29.5%	-29.5%	-29.1%	-28.8%	-31.3%	-27.5%	-27.7%	-29.9%	-32.0%	-28.5%	-27.2%	-28.9%	-30.4%	-29.4%
Budweiser	-13.8%	-12.7%	-15.9%	-16.0%	-15.0%	-14.5%	-18.3%	-13.5%	-14.4%	-15.6%	-16.5%	-15.4%	-13.6%	-15.3%	-16.8%	-15.9%
Michelob Ultra	-1.7%	2.3%	-1.1%	-3.0%	-3.1%	-2.6%	-7.2%	3.0%	3.3%	-6.3%	-6.6%	-5.1%	-1.9%	-3.0%	-3.2%	-4.9%
Busch Light	-4.2%	0.5%	-4.6%	-4.0%	-5.0%	-4.6%	-8.1%	-3.5%	-3.6%	-5.5%	-7.1%	-5.1%	-3.8%	-5.0%	-9.4%	-6.7%
Busch	-10.8%	-8.4%	-10.6%	-9.3%	-11.8%	-9.7%	-11.6%	-13.5%	-11.4%	-11.9%	-14.6%	-10.3%	-8.7%	-11.5%	-11.6%	-10.8%
Natural Light	-1.7%	0.2%	-2.8%	-4.4%	-2.6%	-2.5%	-2.0%	-1.0%	-3.3%	-0.5%	-5.6%	-4.2%	-2.2%	-5.0%	-4.9%	-5.5%
Constellation	14.3%	18.8%	11.5%	9.3%	11.0%	12.4%	3.7%	16.6%	18.8%	1.6%	-1.9%	5.3%	9.1%	5.6%	5.5%	7.4%
Modelo Especial	19.6%	23.4%	15.3%	13.6%	15.6%	17.1%	8.2%	21.3%	24.0%	5.6%	2.0%	8.9%	13.0%	9.5%	8.7%	12.8%
Corona	0.2%	5.9%	0.6%	-2.7%	-1.3%	-0.2%	-7.8%	5.6%	7.3%	-8.9%	-12.0%	-4.5%	-1.4%	-2.5%	-4.1%	-4.1%
Molson Coors	8.5%	10.2%	8.3%	6.2%	5.2%	6.1%	2.9%	8.6%	7.1%	3.8%	1.9%	4.3%	6.1%	4.6%	3.6%	4.9%
Coors Light	17.7%	18.4%	15.9%	14.0%	13.6%	14.0%	9.1%	16.3%	15.5%	11.1%	9.5%	12.0%	13.6%	11.9%	10.1%	13.4%
Miller Lite	9.0%	11.8%	10.2%	7.9%	6.8%	6.7%	3.1%	10.5%	9.6%	5.8%	3.8%	5.4%	7.0%	5.9%	4.8%	4.4%
Blue Moon	-11.8%	-8.2%	-13.3%	-11.5%	-13.8%	-12.1%	-19.5%	-5.3%	-5.7%	-11.5%	-12.6%	-13.7%	-12.3%	-12.0%	-11.8%	-14.0%
Heineken	-2.8%	2.3%	-3.4%	-5.8%	-4.0%	-3.2%	-9.0%	3.5%	2.6%	-7.1%	-8.4%	-5.6%	-2.3%	-2.0%	-0.1%	-3.8%
Heineken Original	-8.9%	-1.4%	-8.9%	-10.0%	-8.1%	-9.4%	-13.3%	1.4%	-2.7%	-10.2%	-12.9%	-5.2%	-5.5%	-3.6%	-6.7%	-8.8%
Heineken 00	13.9%	13.1%	11.5%	9.4%	17.3%	16.5%	6.8%	18.3%	29.4%	39.8%	4.9%	-8.2%	7.7%	6.1%	8.2%	3.7%
Dos Equis	3.8%	6.3%	0.9%	-4.5%	-2.6%	1.4%	-7.7%	5.9%	7.9%	-6.0%	-7.6%	-12.2%	-0.9%	-1.0%	-1.3%	-0.2%
Tecate	-2.4%	1.2%	-2.7%	-5.0%	-4.4%	-1.0%	-12.0%	-5.5%	2.8%	-10.1%	-10.4%	-8.5%	-1.3%	-10.4%	-6.5%	-3.0%
Lagunitas	-9.2%	-6.9%	-9.4%	-9.3%	-4.8%	-2.9%	-10.6%	-5.3%	-8.4%	-10.3%	-2.6%	-9.6%	-8.5%	-6.6%	-6.2%	-4.3%
Guinness	1.7%	-2.6%	-0.7%	-0.1%	1.6%	0.4%	-5.4%	5.3%	9.6%	2.2%	2.9%	2.8%	2.7%	0.4%	1.0%	-5.3%

Source: Nielsen

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# Exhibit 21: Volume YoY share change (bps) (1-week ended)

ABI's share slightly deteriorates

	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12	06/01	13/01	20/01	27/01	03/02	10/02	17/02	24/02
ABI	-540	-539	-546	-518	-515	-515	-474	-534	-561	-446	-457	-465	-475	-497	-492	-510
Bud Light	-388	-386	-396	-386	-386	-384	-371	-384	-397	-370	-381	-357	-359	-366	-371	-371
Budweiser	-67	-73	-71	-70	-66	-65	-64	-72	-77	-57	-52	-61	-60	-61	-64	-63
Michelob Ultra	1	14	10	8	5	3	-3	28	32	-2	12	-1	11	17	22	1
Busch Light	-13	0	-13	0	-8	-9	-7	-18	-17	4	5	0	-3	-1	-21	-10
Busch	-19	-19	-16	-12	-18	-14	-9	-26	-23	-13	-16	-12	-12	-15	-13	-13
Natural Light	1	-1	-2	-2	4	2	21	-4	-12	27	11	4	4	-1	3	-2
Constellation	243	263	227	201	222	230	181	279	289	118	96	162	186	165	184	200
Modelo Especial	158	163	143	131	144	149	126	175	178	88	78	108	120	111	115	139
Corona	12	29	18	7	13	16	-6	37	47	-16	-26	3	11	14	10	6
Molson Coors	242	223	240	245	212	219	237	192	177	250	246	228	223	232	224	242
Coors	175	157	166	168	159	158	154	145	146	163	169	159	156	159	152	172
Miller	73	76	88	84	72	67	79	73	61	90	93	83	80	83	86	74
Blue Moon	-7	-6	-9	-5	-7	-6	-13	-4	-3	-4	-3	-6	-6	-5	-5	-6
Heineken	-3	6	-4	-6	-1	0	-8	12	10	-3	-2	-2	3	9	19	4
Heineken Original	-12	-3	-12	-10	-7	-11	-12	2	-4	-7	-9	0	-4	2	-2	-6
Heineken 00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heineken Silver	7	8	9	7	7	7	8	8	7	6	6	6	6	6	17	6
Dos Equis	4	4	3	0	1	3	-1	5	7	0	0	-6	2	3	4	4
Tecate	0	0	0	0	0	1	-2	-2	1	-2	-1	-1	1	-2	0	1
Lagunitas	-2	-2	-2	-2	0	0	-1	-1	-2	-1	2	-1	-2	-1	0	0
Guinness	1	-1	1	1	2	1	1	2	3	3	4	3	2	2	3	0

Source: Nielsen

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