

Beverages

ABI volume share recovery continues in December (US Beer Nielsen)

Industry Overview

Off-trade beer volume -4% in the 4 weeks to Dec 30th

Industry beer volume declined -3.6% in the 4wks to December 30th (vs -1.9%/-4.2% in the previous 4-week periods). Vs 2019, volume declined -11.8% (vs prev. -8.3%). Industry price/mix increased +1.9% (in line with November). Industry sales declined 1.8% (vs prev. flat).

ABI beer share improving sequentially

ABI beer volume declined -13.9% YoY in the last 4 weeks, (vs -12.9% in the previous period). ABI's market share improved sequentially to -505 bps YoY (-c530bps in Nov), having improved consistently since August (when it was losing c600 bps). That said, ABI's price/mix (+0.3%) is lagging peers, as it didn't take pricing in October. No major change in trend for ABI's key beer brands: **Bud Light** volume -29.2% YoY, **Budweiser** -15.4%, **Busch Light** (-5.4%) and **Mich Ultra** (-2.8%). Constellation (+10.7% vs prev. +13.4%) and Molson Coors (+5.3% vs prev. +8.1%) remain strong, but decelerated more than the industry. In prepared cocktails, ABI's brands continue to grow strongly (**NUTRL** volume +132% and **Cutwater** +42%) and gain share in the segment.

Heineken volume down -3%

Heineken USA volume fell 3.2% YoY, gaining slight market share sequentially (compares to -2.4%/-4.9% in previous periods). Sales were -2% YoY. **Heineken** brand volume declined -3.6%, despite **Silver** contributing 4.5pp of growth. **Dos Equis** declined slightly (-1%); **Tecate** -6%.

Exhibit 1: Nielsen US Beer volume performance summary (current period: 4 W/E 30 Dec 23)

Beer volume -3.6% YoY; -12% vs. 2019; price/mix +1.9% YoY in the latest period

	4-Nov-23	Volume 2-Dec-23	30-Dec-23	Price/mix 30-Dec-23	Volume vs 2019	Volume YTD
US Beer	-4.2%	-1.9%	-3.6%	1.9%	-11.8%	-3.0%
ABI	-14.9%	-12.9%	-13.9%	0.3%	-23.4%	-11.8%
Molson Coors	6.3%	8.1%	5.3%	1.6%	-11.1%	5.7%
Constellation	8.8%	13.4%	10.7%	0.9%	33%	8.2%
Heineken	-4.9%	-2.4%	-3.2%	0.9%	-23.1%	-5.5%
Pabst	7.4%	10.9%	8.3%	-0.2%	-12%	7.8%
Sierra Nevada	0.6%	0.0%	-1.5%	4.8%	-7.5%	-1.0%
New Belgium	11.0%	11.8%	11.3%	2.3%	60%	13.3%
Boston Beer	-6.1%	-6.1%	-6.8%	2.0%	-27%	-9.8%
Diageo Beer	1.2%	-0.3%	0.2%	1.4%	-4.5%	1.2%

Source: Nielsen

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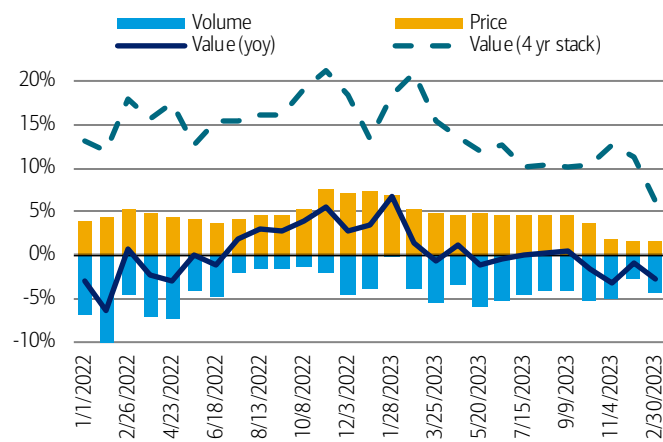
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Timestamp: 09 January 2024 11:11AM EST

Nielsen Beer tracker

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

Industry (beer + hard seltzer) volume -4.3% in latest 4W (vs 2019 -10%)

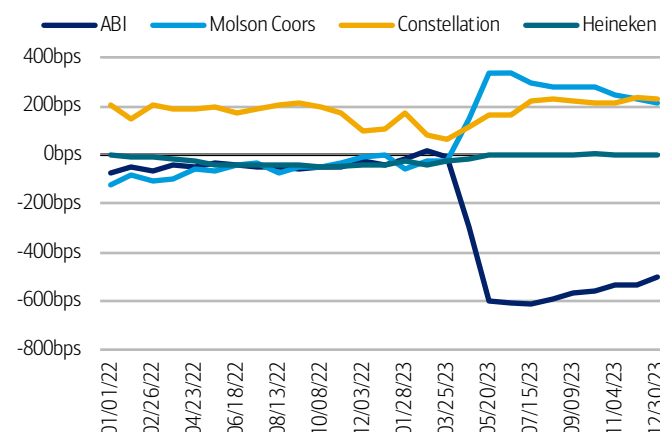


Source: Nielsen

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Exhibit 3: ABI, HEIA & DGE volume share of core beer (YoY change)

ABI volume share loss moderating (-505bps in the latest period)



Source: Nielsen

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Exhibit 4: US Beer Top Volume Gainers / Losers

Miller Lite, and Coors Light still benefit from the dedine of Bud Light

Brand	4 weeks		12 weeks		52 weeks	
	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)
<u>Top Gainers</u>						
Modelo Especial	1,128,898	15%	3,346,854	15%	8,650,388	8%
Coors Light	919,966	13%	3,132,317	15%	10,836,465	10.9%
Miller Lite	446,985	7%	1,597,176	8%	7,819,300	8.7%
Yuengling	278,720	25%	873,183	25%	3,168,636	20%
Coors Banquet	243,728	25%	778,645	27%	2,770,602	22%
Pacifico	172,473	29%	506,006	28%	1,867,525	22.6%
Modelo Oro Light Beer	145,332	NM	474,476	NM	2,066,395	NM
New Belgium	93,048	12%	271,955	12%	1,344,758	14%
Pabst	76,492	9%	252,799	10%	1,151,202	10%
Corona Familiar	74,653	17%	193,399	14%	1,039,926	17%
<u>Top 10 Losers</u>						
Bud Light Platinum Lgr	-74,419	-22%	-238,198	-23%	-1,083,684	-22%
Natural Light	-77,583	-2%	-286,896	-2%	-2,115,315	-4%
Milwaukee'S Best	-80,444	-11%	-214,061	-9%	-604,074	-6%
Icehouse	-82,074	-14%	-253,329	-15%	-401,310	-5%
Bud Ice	-109,331	-10%	-341,666	-11%	-1,648,797	-11%
Heineken Original	-118,384	-7%	-357,815	-7%	-1,162,874	-5%
Michelob Ultra Lgr	-213,046	-3%	-697,782	-3%	-2,106,613	-2%
Busch	-225,592	-12%	-709,387	-12%	-2,455,355	-9%
Budweiser	-807,814	-15%	-2,413,056	-15%	-8,876,937	-12%
Bud Light	-4,060,675	-29%	-12,351,962	-29%	-45,682,955	-23%

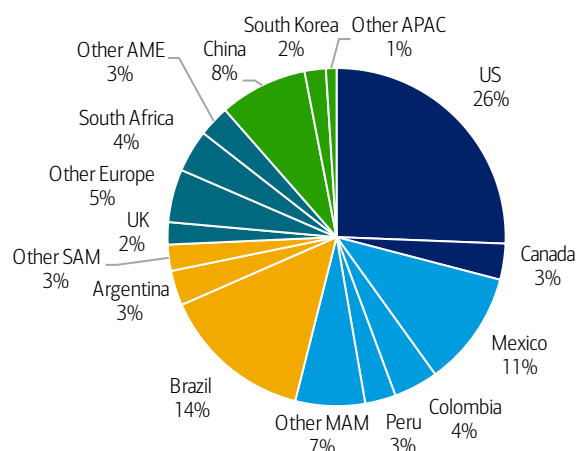
Source: Nielsen, BofA Global research

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AB InBev: volume and value -14%

Exhibit 5: ABI sales split by country (FY22)

The US accounts for 26% of ABI sales

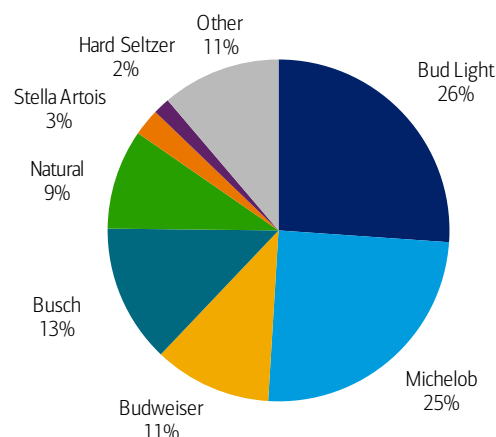


Source: Company reports, BofA Global Research estimates

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

Bud Light + Budweiser represent c40% of ABI US beer off-trade sales

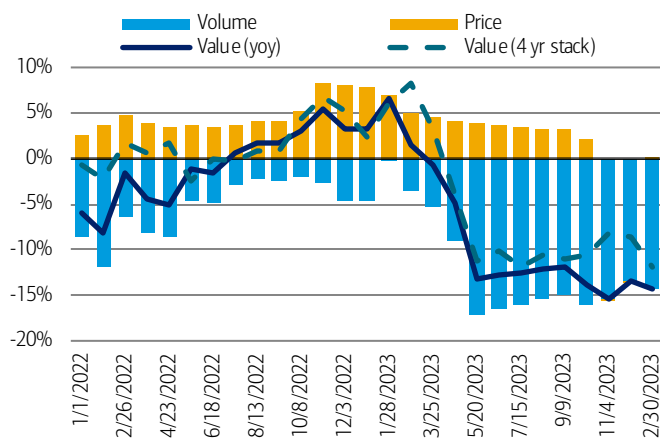


Source: Nielsen

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Exhibit 7: ABI US beer + hard seltzer sales

Volume declined 14% in the latest 4W

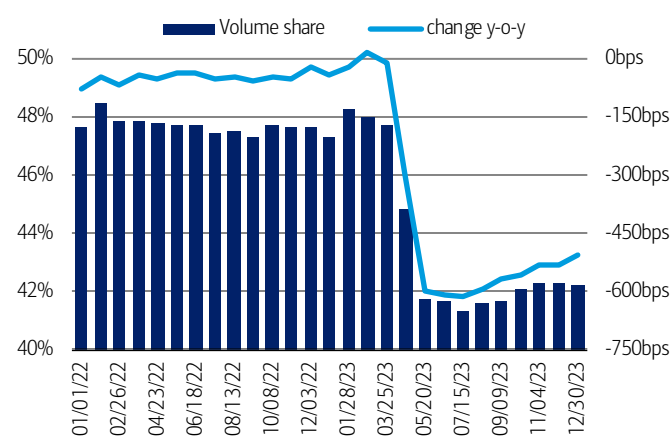


Source: Nielsen

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Exhibit 8: ABI US market share trends

ABI volume share loss moderating (-505bps in the latest period)



Source: Nielsen

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Exhibit 9: ABI US beer summary

All key brands decline

	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
ANHEUSER-BUSCH INC.	100%	-13.6%	-13.9%	0.3%	-13.7%	-13.9%	0.3%	-8.4%	-11.8%	3.8%
BUD LIGHT	26.5%	-29%	-29.2%	0.7%	-29%	-29%	0.5%	-20%	-23%	4.0%
MICHELOB ULTRA LGR	23.3%	-3%	-2.6%	0.0%	-3%	-3%	-0.2%	1%	-2%	2.9%
BUDWEISER	11.3%	-14%	-15.4%	1.4%	-14%	-15%	1.1%	-8%	-12%	4.4%
BUSCH LIGHT	9.2%	-4%	-5.4%	1.4%	-3%	-5%	1.3%	2%	-4%	5.6%
NATURAL LIGHT	6.8%	-3%	-2.0%	-1.1%	-3%	-2%	-0.2%	0%	-4%	4.3%
NATURAL ICE	2.0%	-6%	-5.1%	-0.5%	-4%	-4%	-0.2%	2%	-2%	4.3%
BUSCH	3.4%	-12%	-11.7%	0.0%	-11%	-12%	0.6%	-4%	-9%	5.1%
STELLA ARTOIS	2.6%	-7%	-7.5%	0.8%	-6%	-7%	0.8%	-5%	-8%	3.5%
MICHELOB ULTRA PURE GOLD LGR	0.9%	-14%	-13.0%	-1.5%	-15%	-15%	-1.0%	-13%	-14%	1.8%
GOOSE ISLAND	0.6%	-5%	-6%	1.5%	-4%	-2%	-1.9%	9%	0%	8.9%

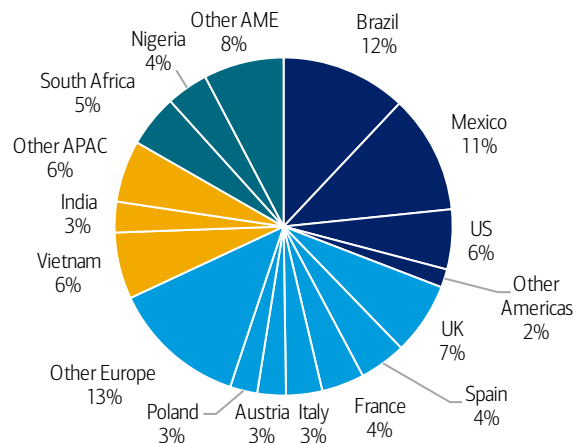
Source: Nielsen

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Heineken: volume -3.2% and value -2.2%

Exhibit 10: Heineken sales split by country (FY22)

The US accounts for c6% of Heineken group sales

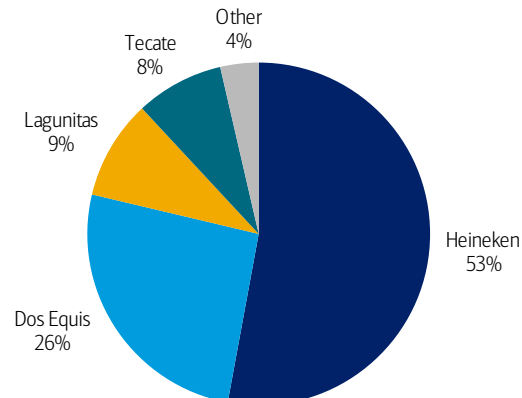


Source: Company reports, BofA Global Research estimates

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

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

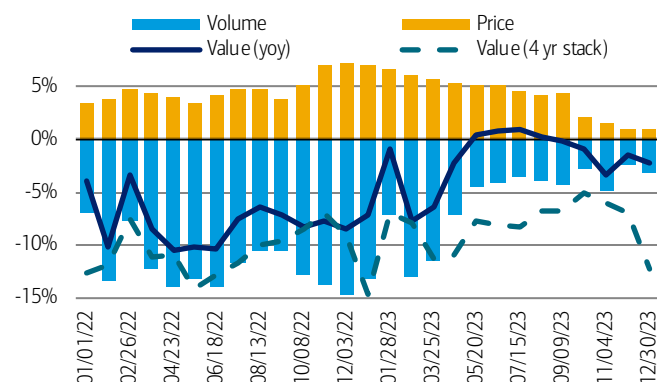


Source: Nielsen

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Exhibit 12: Heineken US beer sales

Volume declined -3.2% YoY and -23% vs 2019

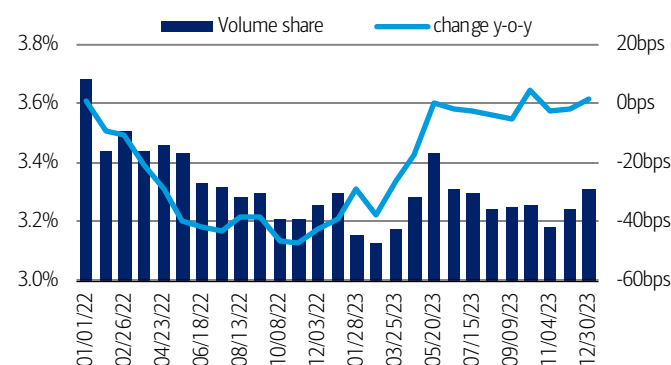


Source: Nielsen

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Exhibit 13: Heineken US market share trends

Heineken's share stable (+2bps) YoY



Source: Nielsen

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Exhibit 14: Heineken US beer summary

Heineken 00 volume grew 14%; Sales volume of all brands declined

	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
HEINEKEN USA	100%	-2.2%	-3.2%	0.9%	-2.4%	-3.5%	1.2%	-1.7%	-5.5%	4.0%
HEINEKEN	53%	-2.3%	-3.6%	1.4%	-2.0%	-3.6%	1.7%	1.5%	-2.4%	4.0%
HEINEKEN ORIGINAL	50%	-5.6%	-7.3%	1.9%	-5.4%	-7.4%	2.2%	-1.3%	-5.4%	4.3%
HEINEKEN 00	5.3%	12.5%	14.4%	-1.7%	9.8%	11.2%	-1.3%	11.1%	8.1%	2.8%
HEINEKEN LIGHT	1.1%	-28.1%	-29.6%	2.2%	-29.7%	-31.1%	2.0%	-24.2%	-27.6%	4.7%
DOS EQUIS	26%	-1.2%	-0.8%	-0.4%	-1.7%	-1.3%	-0.4%	-2.4%	-5.2%	3.0%
LAGUNITAS	9%	-5.2%	-6.0%	0.9%	-6.4%	-8.9%	2.8%	-11.0%	-14.9%	4.5%
TECATE	8.3%	-5.6%	-6.1%	0.5%	-5.2%	-5.5%	0.4%	-8.1%	-11.9%	4.3%
TECATE ORIGINAL	5.2%	-3.3%	-5.0%	1.8%	-3.2%	-4.4%	1.2%	-6.1%	-10.3%	4.8%
TECATE LIGHT	3.0%	-5.9%	-4.7%	-1.3%	-4.8%	-4.1%	-0.7%	-8.3%	-12.1%	4.3%
RED STRIPE	1.4%	-4.9%	-6.7%	1.9%	-5.3%	-6.6%	1.4%	-4.3%	-8.9%	5.1%
NEWCASTLE	0.1%	-33.5%	-34.4%	0.9%	-28.2%	-28.9%	0.6%	-27.5%	-30.6%	3.1%

Source: Nielsen

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Nielsen Hard Seltzers tracker

Exhibit 15: Nielsen US Hard Seltzer snapshot

White Claw volumes increased +1.2%; Volumes of all other brands declined

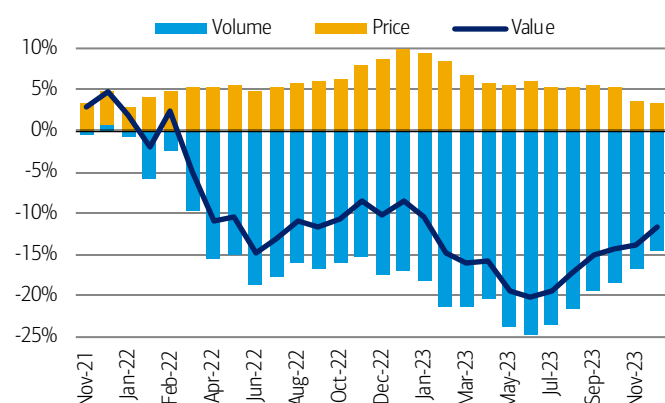
	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
HARD SELTZER	100%	-11.6%	-14.5%	3.4%	-13.2%	-16.7%	4.2%	-15.6%	-20.5%	6.2%
MARK ANTHONY BRANDS	56.7%	2.9%	0.4%	2.5%	2.2%	-1.2%	3.5%	1.7%	-4.0%	5.9%
WHITE CLAW HARD SELTZER	56.3%	3.7%	1.2%	2.4%	3.1%	-0.4%	3.5%	2.7%	-2.9%	5.8%
MIKE'S	0.4%	-68%	-69%	2.6%	-66%	-67%	3.2%	-58%	-60%	4.9%
BOSTON BEER	21.9%	-22%	-24%	2.5%	-23%	-26%	3.1%	-27%	-30%	4.5%
TRULY HARD SELTZER	21.9%	-22%	-24%	2.5%	-23%	-26%	3.1%	-27%	-30%	4.5%
ANHEUSER-BUSCH INC.	7.2%	-48%	-49%	1.5%	-49%	-49%	1.1%	-47%	-48%	3.3%
BUD LIGHT	5.0%	-51%	-50%	-1.1%	-52%	-52%	-0.3%	-49%	-50%	2.5%
MICHELOB	1.6%	-40%	-45%	9.6%	-40%	-42%	3.8%	-37%	-40%	4.4%
NATURAL	0.0%	-77%	-76%	-1.0%	-77%	-78%	2.9%	-80%	-81%	5%
MOLSON COORS BEVERAGE CO	7.7%	-18%	-20%	2.0%	-21%	-24%	3.1%	-18%	-23%	6.0%
VIZZY	2.6%	-28%	-29%	0.1%	-32%	-33%	1.6%	-28%	-32%	5.4%
TOPO CHICO	5.1%	-13%	-15%	2.8%	-16%	-19%	3.7%	-13%	-17%	6.0%
CONSTELLATION BRANDS BEER DIV	1.0%	-67%	-69%	7.4%	-67%	-69%	7.6%	-57%	-59%	6.6%
CORONA	0.4%	-51%	-53%	2.5%	-50%	-52%	3.5%	-55%	-57%	4.7%
DIAGEO	1.4%	-31%	-32%	1.5%	-34%	-36%	2.2%	-31%	-34%	4.2%

Source: Nielsen

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Exhibit 16: Nielsen US Hard Seltzer sales

Hard seltzer volume declined 15% in the latest period

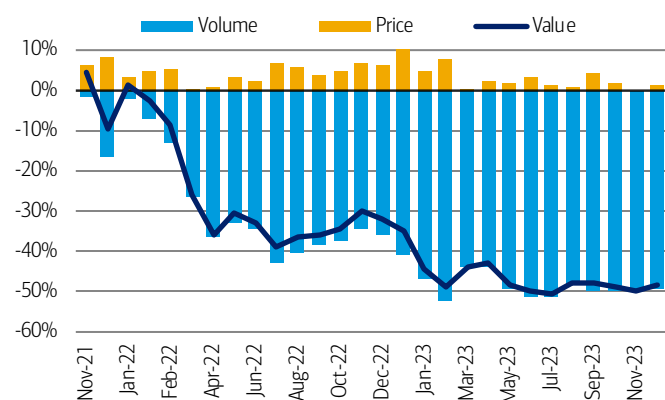


Source: Nielsen

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Exhibit 18: ABI US Seltzer sales

ABI volume declined (-49%) in the latest period

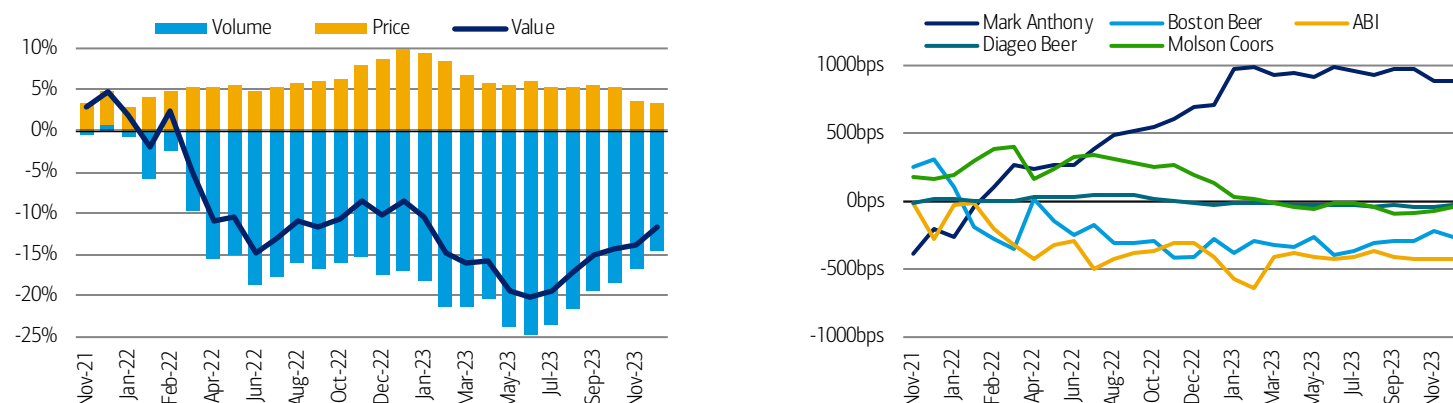


Source: Nielsen

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

Molson Coors share -49bps; ABI loses 4pp & Boston Beer loses c3pp

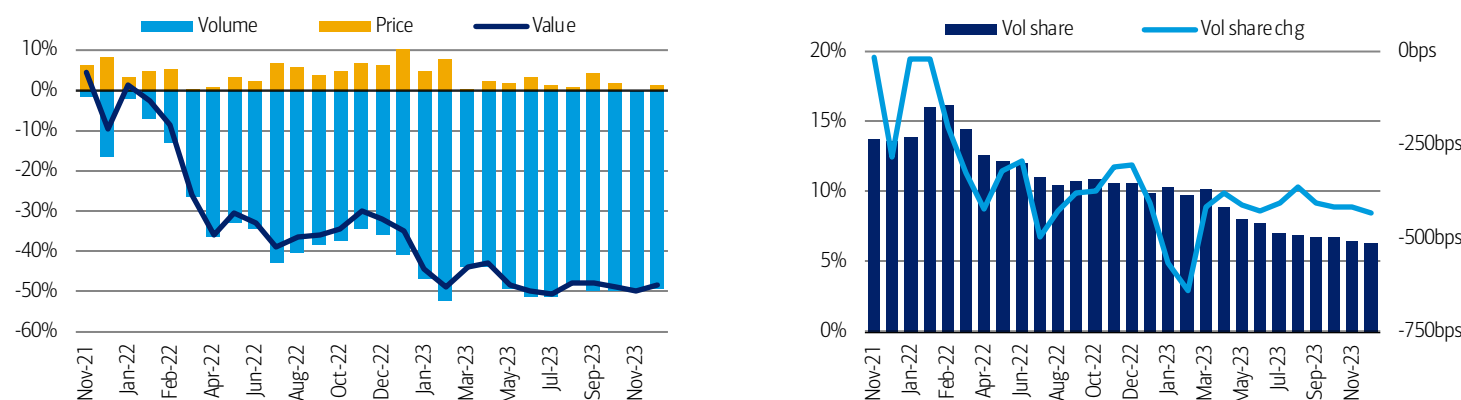


Source: Nielsen

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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 decline accelerated before moderating to -11.6% in the week ending December 30th

	16/09	23/09	30/09	07/10	14/10	21/10	28/10	04/11	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12
ABI	-16.4%	-16.2%	-15.4%	-14.0%	-16.9%	-14.3%	-12.9%	-15.4%	-12.8%	-10.7%	-13.7%	-14.2%	-14.0%	-13.5%	-16.4%	-11.6%
Bud Light	-30.7%	-31.1%	-29.9%	-28.7%	-31.8%	-29.0%	-28.1%	-30.1%	-28.1%	-26.4%	-29.5%	-29.4%	-29.1%	-28.7%	-31.3%	-27.5%
Budweiser	-14.8%	-16.1%	-15.1%	-14.7%	-17.9%	-14.9%	-13.9%	-15.3%	-13.9%	-12.8%	-15.8%	-15.9%	-15.0%	-14.4%	-18.4%	-13.6%
Michelob Ultra	-8.0%	-7.0%	-7.0%	-4.5%	-7.0%	-4.3%	-2.2%	-5.4%	-1.7%	2.3%	-1.1%	-2.8%	-3.2%	-2.7%	-7.3%	3.0%
Busch Light	-9.1%	-5.1%	-6.0%	-3.6%	-7.3%	-4.3%	-2.9%	-6.1%	-4.2%	0.5%	-4.6%	-3.9%	-5.1%	-4.7%	-8.1%	-3.6%
Busch	-11.5%	-13.3%	-11.6%	-10.1%	-15.5%	-12.7%	-12.0%	-15.3%	-10.8%	-8.4%	-10.6%	-9.3%	-11.8%	-9.8%	-11.6%	-13.6%
Natural Light	-4.5%	-4.9%	-2.8%	-2.6%	-5.0%	-3.5%	-0.3%	-3.8%	-1.5%	0.4%	-2.6%	-4.2%	-2.6%	-2.4%	-1.9%	-1.0%
Constellation	7.7%	5.2%	10.3%	10.5%	5.3%	11.0%	11.3%	7.6%	14.3%	18.8%	11.5%	9.4%	10.8%	12.3%	3.6%	16.5%
Modelo Especial	7.6%	5.6%	11.9%	11.7%	7.6%	14.7%	14.1%	11.8%	19.6%	23.4%	15.3%	13.7%	15.5%	17.0%	8.0%	21.1%
Corona	-0.4%	-2.8%	0.1%	0.9%	-4.9%	-1.2%	1.1%	-5.0%	0.2%	5.9%	0.6%	-2.5%	-1.6%	-0.3%	-8.0%	5.4%
Molson Coors	8.1%	5.9%	6.7%	9.1%	4.8%	7.1%	7.9%	5.6%	8.2%	9.9%	8.0%	6.0%	4.9%	5.8%	2.6%	8.2%
Coors Light	15.8%	13.9%	13.8%	16.5%	13.3%	14.7%	15.1%	13.6%	17.7%	18.4%	15.8%	14.0%	13.6%	14.0%	9.0%	16.2%
Miller Lite	10.6%	7.6%	8.3%	10.6%	5.6%	7.7%	9.4%	6.1%	9.0%	11.8%	10.2%	8.0%	6.8%	6.6%	3.1%	10.4%
Blue Moon	-13.1%	-14.6%	-17.4%	-10.5%	-15.0%	-14.4%	-12.8%	-10.7%	-11.8%	-8.2%	-13.3%	-11.4%	-13.9%	-12.1%	-19.6%	-5.3%
Heineken	-1.3%	-4.5%	-4.5%	-1.3%	-6.2%	-4.0%	-3.7%	-5.6%	-2.8%	2.3%	-3.4%	-5.6%	-4.0%	-3.0%	-9.0%	3.5%
Heineken Original	-7.2%	-8.9%	-8.0%	-4.2%	-8.8%	-7.7%	-3.7%	-10.4%	-8.9%	-1.4%	-8.8%	-9.8%	-8.0%	-9.3%	-13.2%	1.4%
Heineken 00	1.6%	1.4%	-1.4%	3.5%	17.5%	1.0%	8.4%	3.4%	13.9%	13.1%	11.5%	9.4%	17.3%	16.5%	6.8%	18.3%
Dos Equis	7.1%	-10.5%	-2.2%	-1.8%	-7.5%	-1.8%	-5.9%	-3.0%	3.8%	6.3%	0.9%	-4.3%	-2.9%	1.7%	-7.7%	6.0%
Tecate	-9.3%	-12.7%	-9.8%	-7.4%	-8.5%	-7.2%	-10.5%	-5.1%	-2.4%	1.2%	-2.7%	-4.9%	-4.4%	-1.0%	-12.0%	-5.5%
Lagunitas	-5.9%	-13.8%	-12.5%	-5.8%	-11.4%	-11.9%	-13.6%	-10.5%	-9.3%	-6.9%	-9.5%	-9.2%	-4.8%	-2.8%	-10.5%	-5.4%
Guinness	-2.4%	-0.4%	-3.5%	2.8%	1.4%	0.6%	2.3%	-0.1%	1.7%	-2.6%	-0.7%	-0.1%	1.5%	0.4%	-5.5%	5.3%

Source: Nielsen

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

ABI continues to lose significant share, but share loss is gradually improving

	16/09	23/09	30/09	07/10	14/10	21/10	28/10	04/11	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12
ABI	-598	-533	-552	-554	-543	-545	-518	-524	-537	-535	-544	-515	-511	-510	-470	-530
Bud Light	-399	-391	-385	-387	-396	-383	-379	-381	-387	-386	-395	-385	-385	-383	-370	-383
Budweiser	-58	-59	-59	-67	-67	-65	-64	-58	-67	-73	-71	-69	-65	-64	-64	-71
Michelob Ultra	-33	-13	-24	-16	-8	-10	0	-4	2	15	11	10	5	4	-3	28
Busch Light	-26	3	-9	-5	-6	-6	-4	-6	-13	0	-13	0	-8	-9	-6	-18
Busch	-15	-16	-15	-16	-21	-20	-21	-23	-19	-19	-16	-12	-18	-14	-9	-25
Natural Light	0	3	7	0	5	-1	8	5	2	0	-1	-1	5	3	21	-3
Constellation	205	184	241	214	194	231	216	202	245	264	228	203	222	231	181	280
Modelo Especial	103	97	134	118	115	145	129	133	158	164	144	132	144	149	126	175
Corona	25	18	28	22	8	13	20	0	13	30	19	8	13	16	-6	37
Molson Coors	294	274	261	273	266	242	234	253	237	218	236	238	208	214	233	188
Coors	193	184	167	175	183	166	161	175	176	157	167	168	160	158	155	146
Miller	109	91	95	96	87	79	84	85	74	77	88	84	73	68	80	74
Blue Moon	-6	-6	-9	-5	-6	-8	-7	-4	-7	-6	-9	-5	-7	-6	-12	-4
Heineken	11	4	0	4	0	-3	-5	-2	-3	6	-4	-5	-1	0	-7	13
Heineken Original	-5	-5	-6	-2	-4	-7	-2	-9	-12	-3	-12	-10	-7	-11	-11	3
Heineken 00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heineken Silver	8	19	9	8	7	8	7	8	7	8	9	7	7	7	8	8
Dos Equis	10	-4	2	1	-1	1	-3	2	4	4	3	0	1	4	-1	6
Tecate	-2	-3	-3	-2	-1	-2	-4	0	0	0	0	0	0	1	-2	-2
Lagunitas	0	-2	-2	-1	-2	-3	-3	-2	-2	-2	-2	-2	0	0	-1	-1
Guinness	1	1	0	1	2	1	1	2	1	-1	1	1	2	1	1	2

Source: Nielsen

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