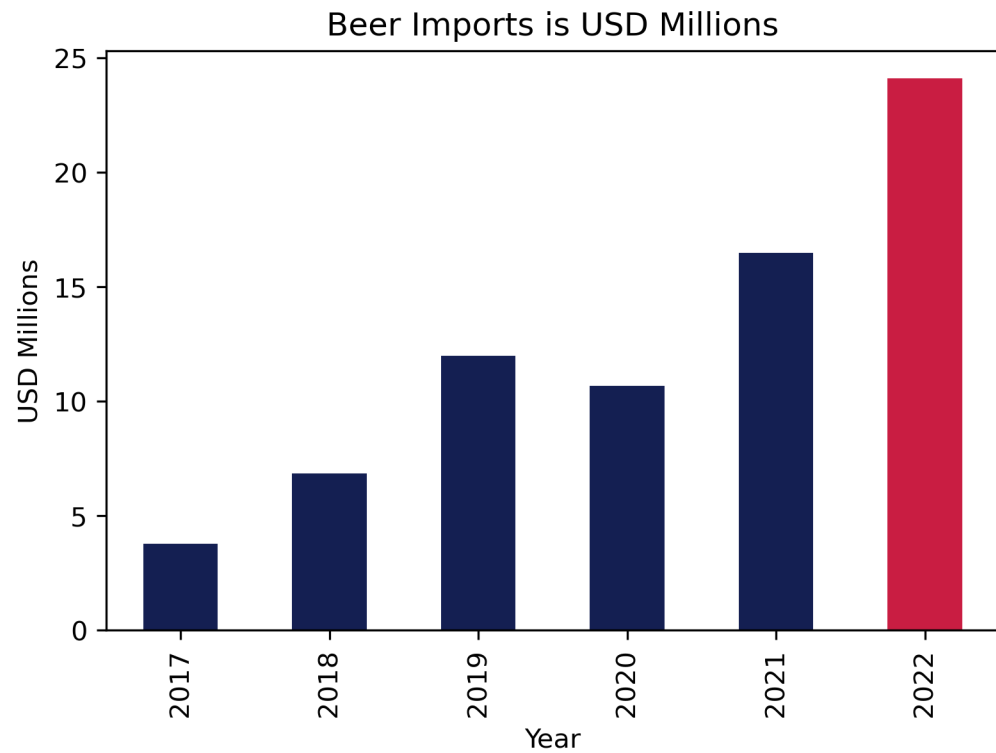


The Beer Project

Carlos Swanton

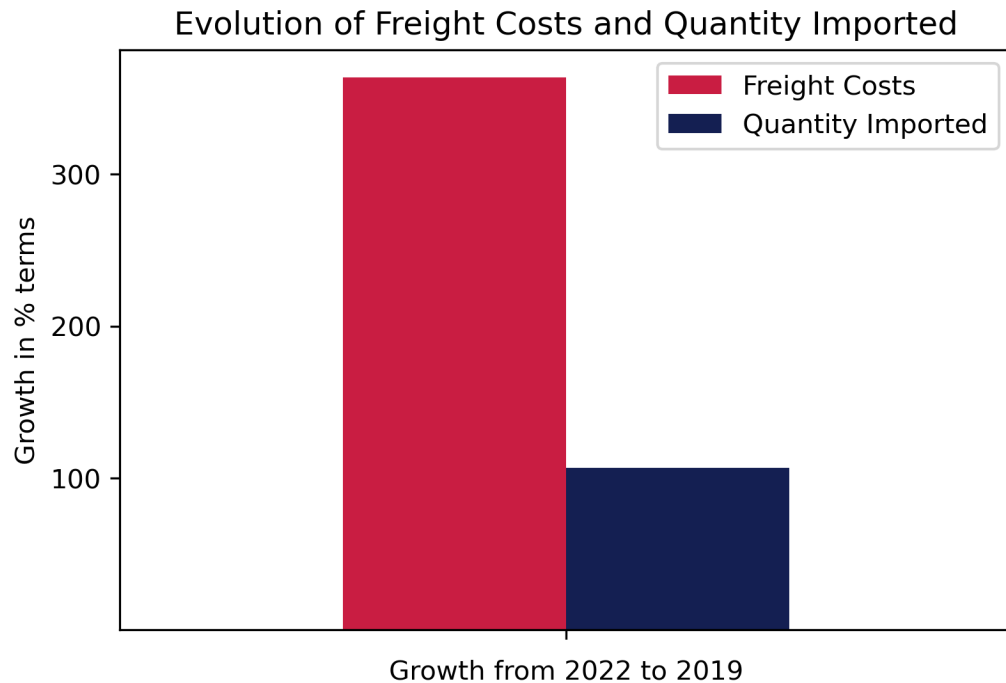
Data Analyst

Beer imports throughout the years



From January to August, 2022 has been the year with the highest amount spent in beer imports.

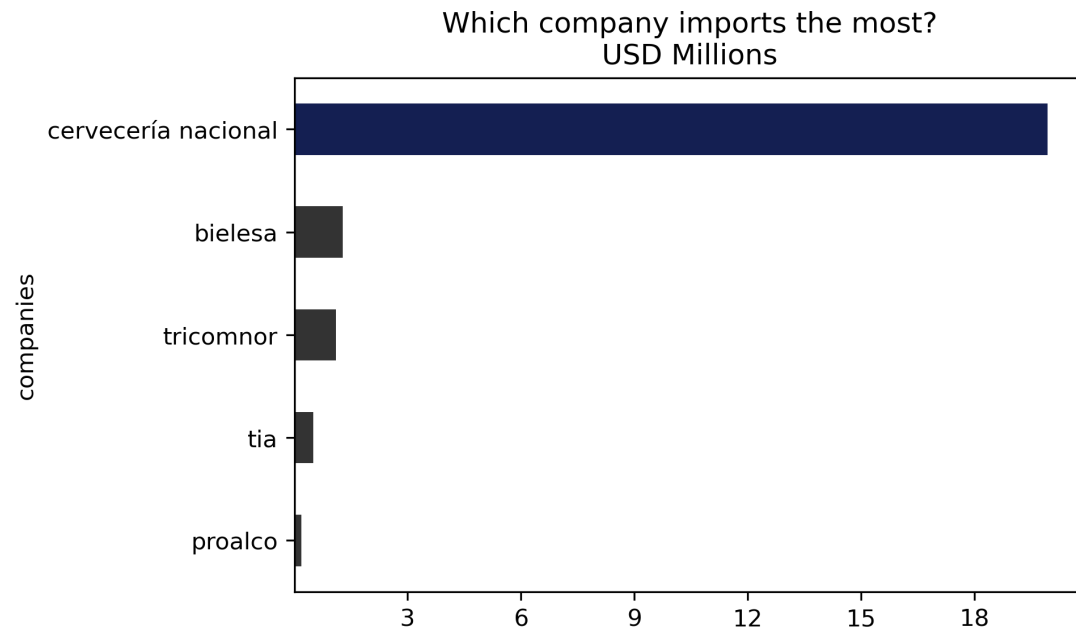
Are we importing more beer or is just that beer is getting more expensive?



- Both. Since 2019, the quantity of beer imported went up 106 percent. On the other hand, the freight costs went up 363 percent.

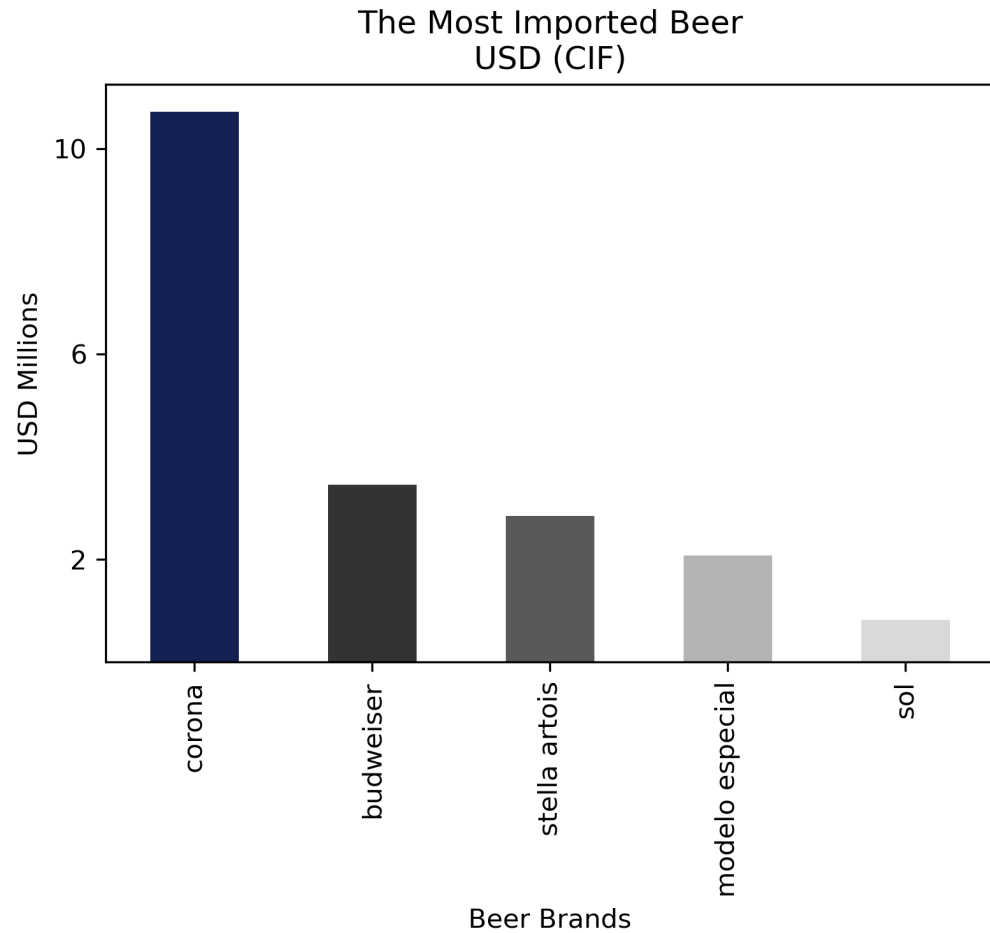
- That means that Ecuador has been importing beer, but it also means that shipping costs went up.

The leading companies in the beer industry



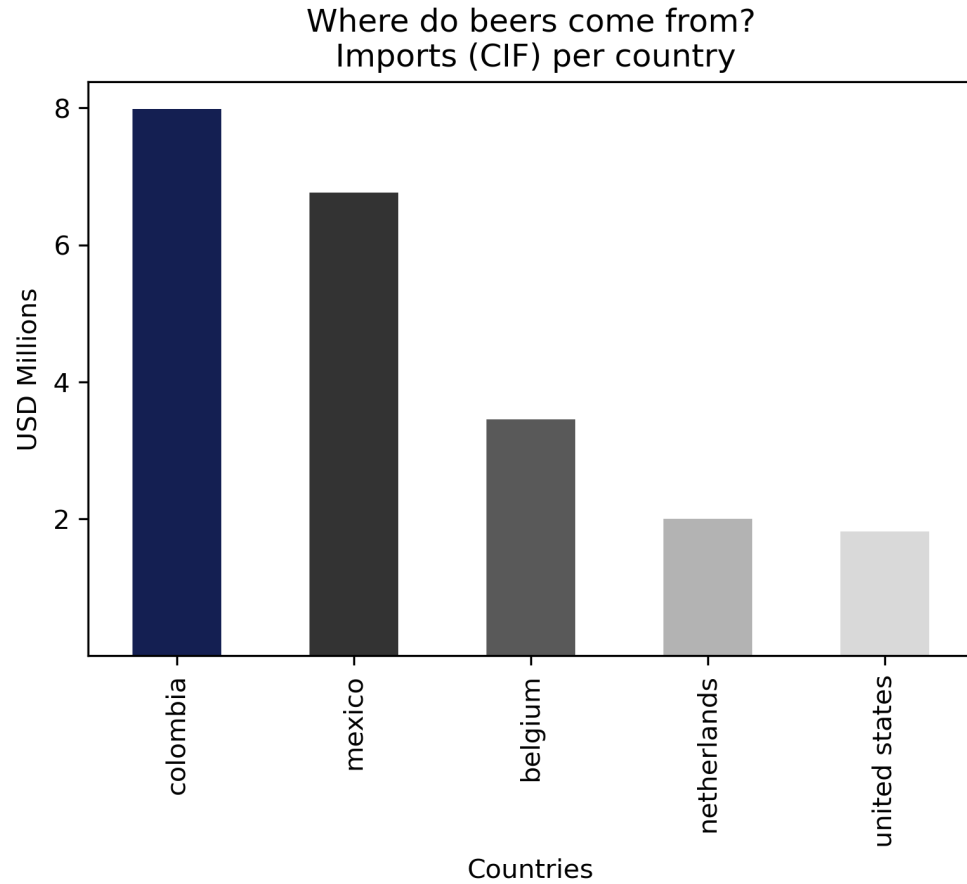
Cervecería Nacional is the leading company in beer production and beer imports in Ecuador. During the first 8 months of 2022, they imported more than \$18 millions in beers.

The most popular beer in Ecuador



- Corona Extra is the most imported beer in Ecuador. During the first 8 months of 2022, more than \$10 million of Corona beer were imported.

Where do beer imports come from?



- In the first 8 months of 2022, beers come predominantly from Colombia and Mexico.
- That is because Corona, the most imported beer, is made in Colombia and Mexico.