

# The world's most international brewer

## Africa and Middle East



[Read more](#)  
Page 34



Key brands

## Americas



[Read more](#)  
Page 35



Key brands

## Asia Pacific



[Read more](#)  
Page 36



Key brands

## Europe

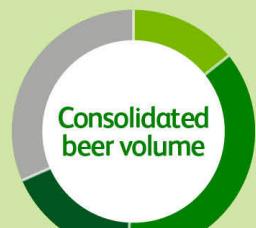


[Read more](#)  
Page 37



Key brands

## Regional performance snapshot



<span style="color: green;">●</span> Africa and Middle East
<span style="color: green;">●</span> Americas
<span style="color: green;">●</span> Asia Pacific
<span style="color: grey;">●</span> Europe

2024	2023	Contribution to Group 2024
29.5mhl	34.8mhl	12.3%
89.3mhl	88.4mhl	37.1%
45.3mhl	43.0mhl	18.8%
76.6mhl	76.4mhl	31.8%

2024	2023	Contribution to Group 2024
5.6mhl	5.7mhl	9.2%
25.3mhl	23.7mhl	41.5%
14.1mhl	11.4mhl	23.1%
16.0mhl	15.5mhl	26.2%

2024	2023	Contribution to Group 2024
€423	€450m	9.4%
€1,830	€1,531m	40.5%
€914	€926m	20.2%
€1,354	€1,353m	29.9%

2024	2023	Contribution to Group 2024
€4,133	€4,229m	13.5%
€10,407	€10,469m	34.0%
€4,226	€4,157m	13.8%
€11,845	€12,211m	38.7%

