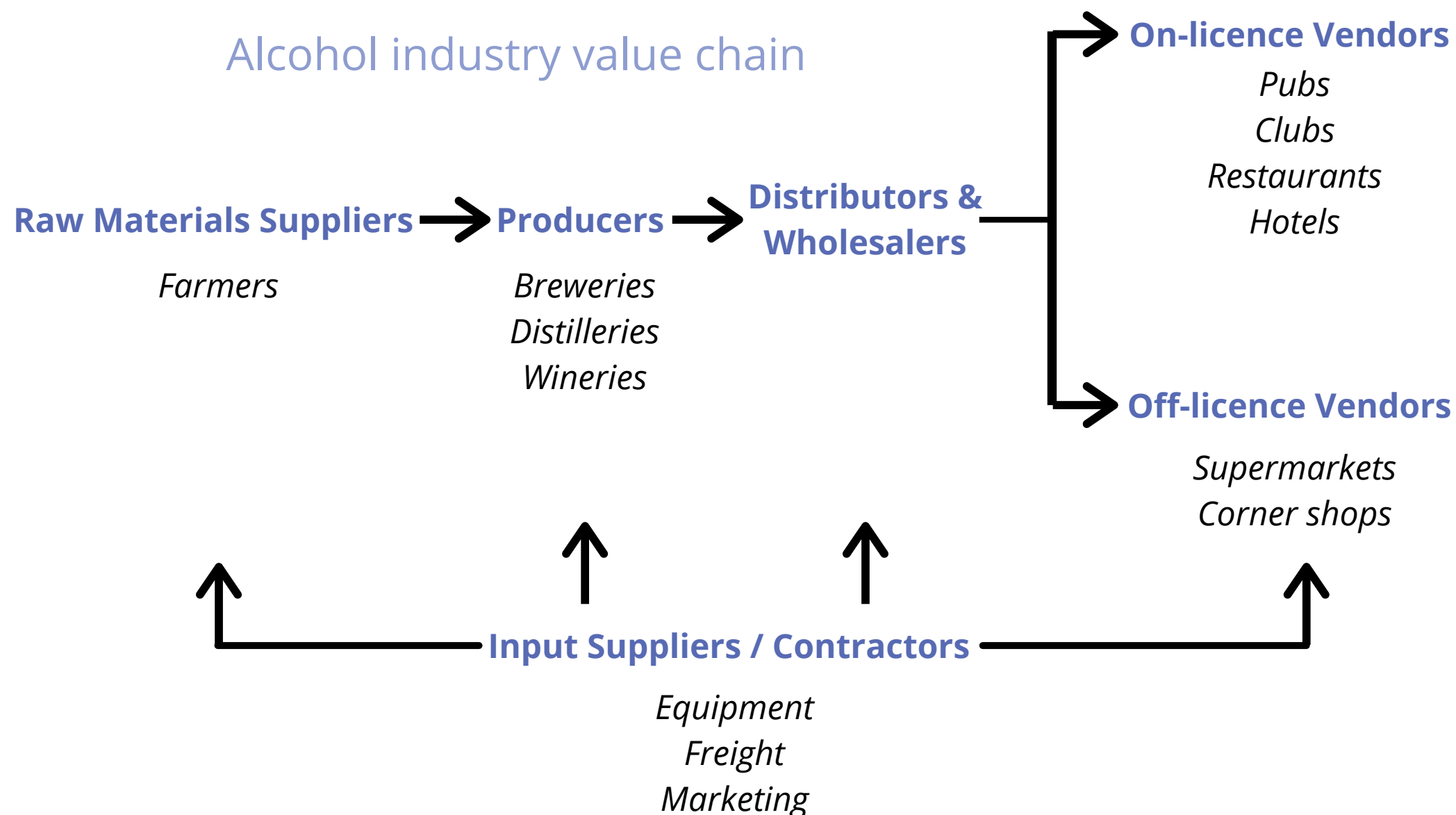


Industry



What is the alcohol industry?

Alcohol industry value chain

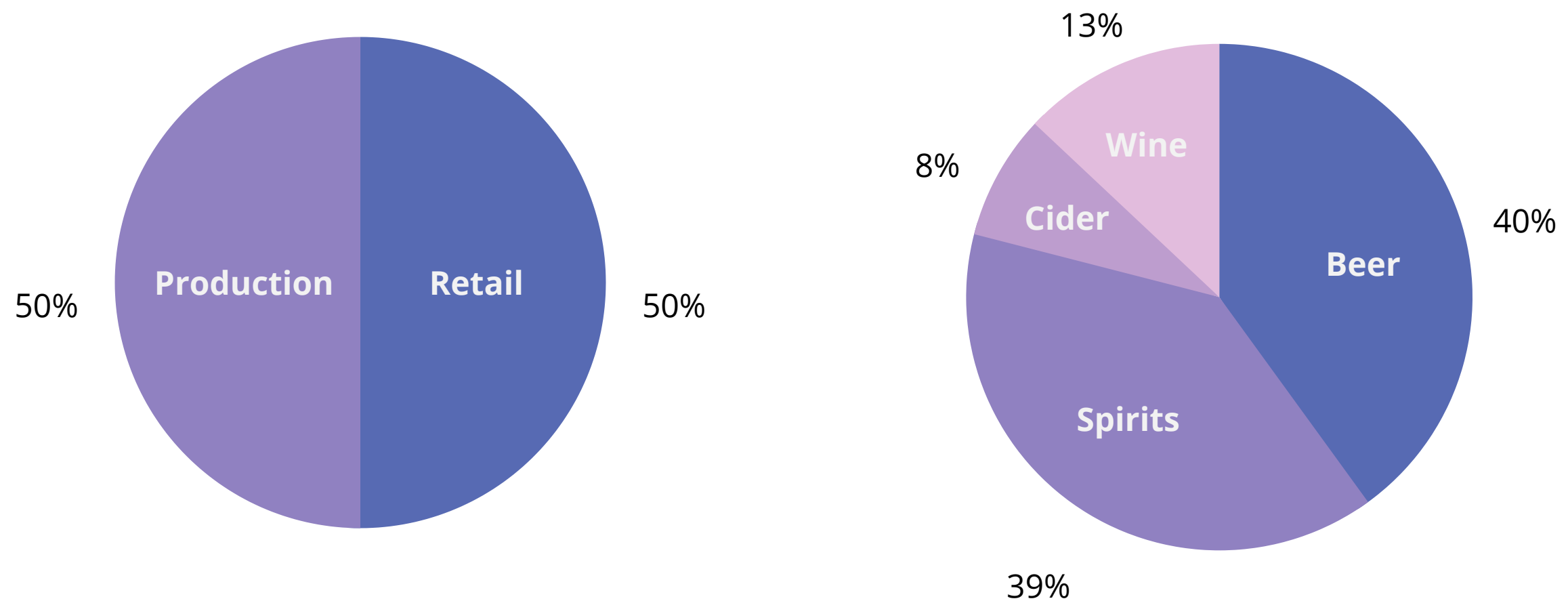


The industry's value chain is supported by a number of collective bodies, which give producers a voice in the public sphere.

This includes trade associations (eg Spirits Europe) and 'social aspects and public relations organisations' (SAPROs, eg Drinkaware).

How is the alcohol industry split?

Share of non-tax UK alcohol industry value, 2014

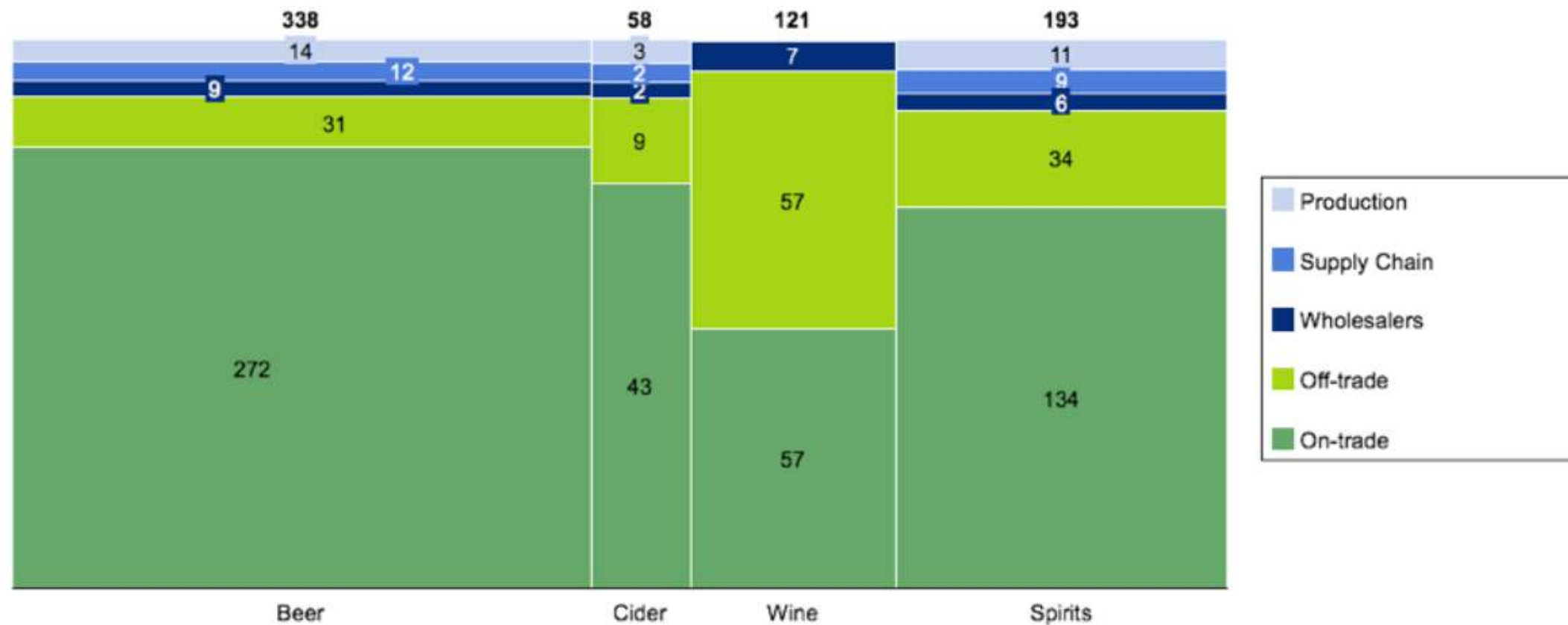


Source: MESAS Alcohol Retail Sales Dataset, ONS Annual Business Survey. HMRC uktradeinfo, IAS analyses; Bhattacharya, A. (2017), Splitting the Bill: Alcohol's impact on the economy. London: Institute of Alcohol Studies, p. 10

How many people does the alcohol industry employ?

Alcohol Industry Employment, 2014
000 Employed

Estimate



Source: MESAS Alcohol Retail Sales Dataset, ONS Business Register and Employment Survey, ONS Annual Business Survey, BBPA Statistical Handbook 2015; Bhattacharya, A. (2017), Splitting the bill: Alcohol's impact on the economy. London: Institute of Alcohol Studies, p. 14

Who are the top-selling alcohol brands in the UK?

BRANDS BY SALES	SALES VALUE (£MILLION)	PRODUCT	PRODUCER
Stella Artois	792.2	Beer	AB InBev, Belgium
Smirnoff	571.8	Vodka	Diageo, UK
Gordon's	538.3	Gin	Diageo
Budweiser	522.4	Beer	AB InBev
Foster's	428.0	Beer	Heineken, Netherlands
Carling	403.4	Beer	Molson Coors, USA
Strongbow	378.8	Cider	Heineken
Jack Daniel's	330.6	Whisky	Brown-Forman, USA
Hardys	300.4	Wine	Accolade Wines, Australia
San Miguel	291.5	Beer	Carlsberg Marston's

Source: The Grocer, Britain's 100 biggest alcohol brands | 2020 Report

Who are the leading alcohol retailers in the UK (on-trade)?



In 2018, there were 133,000 licensed on-trade premises, including pubs and bars.

The largest UK pub operators are:

Company	Category	Headquarters	2019 global revenue	Major brands
AB InBev	Beer	Leuven, Belgium	£40bn	Budweiser, Stella Artois, Corona, Skol, Brahma, Quilmes, Victoria Bitter
Heineken	Beer	Amsterdam, Netherlands	£26bn	Heinken, Amstel, Desperados, Sol, Strongbow
Asahi	Beer	Tokyo, Japan	£12bn	Asahi, Peroni, Grolsch
Carlsberg	Beer, Cider	Copenhagen, Denmark	£8bn	Carlsberg, Tuborg, Kronenbourg, Baltika, Somersby
Diageo	Spirits, Beer, Wine	London, UK	£13bn	Johnnie Walker, Smirnoff, Captain Morgan, Baileys, Guinness, Tanqueray
Pernod Ricard	Spirits, Wine	Paris, France	£8bn	Jameson, Absolut, Malibu, Jacobs Creek
Constellation	Wine, Beer, Spirits	Victor, NY, USA	£7bn	Robert Mondavi, Clos du Bois, Blackstone, Modelo, Simi, Ruffino
E & J Gallo	Wine	Modesto, CA, USA	£4bn	Andre, Carlo Rossi, Boone's Farm, Barefoot Wine

Who are the leading alcohol retailers in the UK (off-trade)?

Around 70% of UK alcohol sales occur in off-trade premises

Major grocery retailers represent two thirds of off-trade sales

TESCO

Sainsbury's

ASDA

Morrisons
Since 1899

ALDI

LIDL

Specialist alcohol retailers and corner shops represent 25%

Oddbins

Majestic

Bargain Booze

SPAR

Londis

Convenience stores represent a tenth

How does the alcohol industry influence policy?

Constituency building

- Forming industry groups and associations to assist coordination and collaboration
- Forming alliances with sympathetic non-trade bodies e.g. think tanks

Policy substitution

- Corporate Social Responsibility (CSR) programmes, apparently promoting the social good independently of the government
- Developing self-regulation as an alternative to government restrictions

Information and messaging

- Developing evidence: Funding and shaping original research
- Disseminating evidence: collating and interpreting existing evidence, for the public and policymakers
- Lobbying: making direct proposals and representations to policymakers

Economic incentives

- Using economic incentives to influence policymakers, particularly employment opportunities and connections

Trade litigation

- Shaping trade policy to secure favourable terms and access to new markets
- Using legal challenges to undermine unfavourable policies and regulation (typically on the basis of trade law)