

## THE 10 MOST POPULAR BEER BRANDS IN THE WORLD (2018)

Source: VinePair

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The world shelled out \$661 billion for beer last year. Behemoth breweries dominated sales, with the 50 biggest brewing companies accounting for nearly half of global beer consumption in 2017.

This year's list of top-ranking beers, based on 2017 sales, is similar to last year's results, with a few key changes.

Three of the top 10 best-sellers are American brands you've likely heard of (and drank plenty of), while four are Chinese beers largely unknown in the U.S. You may not have sipped, or even seen, a majority of the millions of hectoliters of beer sold around the world in 2017.

Here are the top 10 best-selling beers in the world for 2017.

### 10. COORS LIGHT

Along with being the second-best-selling beer in the U.S., Coors Light slid into the No. 10 spot as a top-selling beer brand in the world in 2017.

### 9. CORONA

Corona was the top beer import in the U.S. in 2017. With an estimated 28.8 million hectoliters sold worldwide, this clear-bottled beer leads the charge of Mexican beers around the world.

### 8. YANJING

Yanjing recently reported nearly 9 percent growth in revenue year-over-year, reaching \$850 million in 2018. The successful brand will likely hold its place on this list for years to come.

### 7. HARBIN

Harbin shipped an estimated 29.9 million hectoliters of beer in 2017. Claiming to be China's oldest brewery, this massive brand is among the Anheuser-Busch InBev fleet.

### 6. HEINEKEN

This Netherlands-based brewer made many headlines over the last year. The brand bought British cult brewer Beavertown, launched a THC-infused sparkling water, Hi-Fi Hops, via its subsidiary Lagunitas Brewing, and sealed a \$300 million deal with China's biggest brewery. It also sold an estimated 34.3 million hectoliters of beer last year.

#### 5. SKOL

With an estimated 35.1 million hectoliters of beer sold in 2017, this AB InBev-owned brand primarily produced in Brazil remained in the top five for another year.

#### 4. BUD LIGHT

America's No. 1 light lager of choice didn't even make bronze worldwide. But its estimated 44.8 million hectoliters sold in 2017 still earns it a top five spot in global beer sales.

#### 3. TSINGTAO

This stellar seller from China sold an estimated 49 million hectoliters of beer in 2017.

#### 2. BUDWEISER

"Bud Heavy" may be less popular than its little brother Stateside, but the "King of Beers" reigns around the world. Beer drinkers bought an estimated 49.2 million hectoliters of Budweiser.

#### 1. SNOW

Snow holds down the top spot for another year. It sold an estimated, and astounding, 101.2 million hectoliters of beer last year, beating out runner-up Bud by more than double the volume. Not bad for a brew you've likely never had a sip of - Snow is only sold in China.

Think you know your international beer brands? Test your global beer knowledge with this quiz.

<https://vinepair.com/beer-country-quiz/>