

Asahi Super Dry

## **No. 1 Japanese Beer Brand Globally**

GlobalData hereby certifies that, based on its 2021 research, it can support the claim that Asahi Super Dry is the highest selling Japanese beer brand sold globally, measured by volume sales, and authorises Asahi to use the claim in the public domain referencing GlobalData.

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Russ Milburn, Chief Research Officer

Piers Berezai, Research & Analysis Director

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## Japanese Beer Brands Sold Globally

The claim that Asahi Super Dry is the number 1 best selling Japanese beer brand globally is based on GlobalData's 2021 research and analysis of beer trademark brands sold throughout the world in 2020. The data to support the claim is provided below.

### Japanese Beer Trademark Brand Sales Globally, 2020

Brand	2020
Asahi Super Dry	10,287
Kirin Nodogoshi Nama	4,660
Kirin Ichiban Shibori	3,931
Suntory Kinmugi	3,691
Suntory	3,068
Asahi Clear Asahi	2,823
Kirin Tanrei Gokujo Nama	1,930
Sapporo Black Label	1,868
Kirin Tanrei Green Label	1,850
Asahi Style Free	1,692
Suntory The Premium Malts	1,605
Kirin Lager	1,232
Sapporo Mugi to Hop	1,038
Kirin Tanrei Platinum Double	964
Asahi Clear Asahi Prime Rich	964
Suntory Kinmugi Toshitsu 75% Off	947
Suntory All Free Alcohol Free	942
Asahi Off	875
Yebisu	861
Clear Asahi Zeitaku Zero	767
Sapporo Premium	759
Asahi Dry Zero Alcohol Free	744
Suntory Jokki Nama	532
Kirin Alcohol Free	519
Asahi	500
Sapporo Goku Zero	411
Kirin Beer	411
Other Happoshu	380
Suntory The Malts	359
Suntory Itadaki	349

## Beer Category Definition

Beer volumes shown above are based on the following category definition:

Beer is defined as fermented alcoholic beverages that are typically, but not exclusively, made from malt to which hops have been added. Includes the following beer types:

- **Lager** - Bottom fermented beer, usually blond in colour. 0–10% Abv. Accounts for over 90% of all beer sold worldwide. Also often labelled as pilsner or pils, although there is no legal definition of these terms.
- **Ale** – A top-fermented beer, usually amber in colour and sold primarily in the British Isles. Versions of ale are also known as bitter, mild, brown ale, light ale and IPA. 0-10% Abv.
- **Stout** – A top-fermented beer, usually very dark, or black in colour and most popular in Ireland and the UK, although Stout is found in all regions of the world. 2–7.5% Abv.
- **Wheat Beer** – A top-fermented beer, made using wheat, rather than barley malt. Can be cloudy (white) or blonde in colour. Also known as weissbier, weizen, and witbier.
- **Other Top Fermented Beers** – Encompasses all other top-fermented (i.e., non-lager) beers. Includes Altbier and Kolsch in Germany and Abbaye, Trappiste, Gueze, Lambic, and other special beers in Belgium.
- **Beer Mixes** – Beer mixed with soft drinks, usually lemonade or cola. Includes shandy, Panache, Radler and Biermixgetränke. GlobalData only collects data on pre-mixed beer mixes. Considerable volumes of beer mixes are postmix (made at point of dispense i.e. shandy in the UK) and such volumes are not included.
- **Dark Beer** – These are darker coloured lagers. Colours may range from light brown to black. Includes bottom-fermented black beers often called negra in Spanish. Often includes bock beers, which are typically darker in colour. However, some lighter coloured Bock beers are included in the lager category.
- **Flavoured Beer** – Flavored beer is defined as a normal strength beer with added flavours, often fruit, or spirits (i.e. tequila). Does not include beer mix drinks.