

GUIDELINES FOR HOP BUYING 2024

| HOP MARKET |

We are experiencing significant change in the hop market.

There have been drastic acreage reductions in USA and reductions are expected in Europe. The beer industry has experienced a decline in production heretofore unknown. It remains challenging to reach new generations of consumers. On-premise sales of beer remain well below industry expectations as both new habits and inflationary costs have pushed consumers away from beer.

As a result, worldwide hop acreage will continue to be reduced. Growers without good access to water and more sustainable varieties will likely leave the industry. It is imperative that brewers maintain an open mind and active process to modernize their lists of approved

varieties. Hopsteiner and our advanced hop breeding program stands ready to work with hop growers and brewers to achieve this.

In the meantime, we are expecting beer sales to again return to slightly positive numbers, so markets should stabilize as supply is adjusted, inventories are brought down, and acreage levels off.

*Simon H. Steiner, Hopfen, GmbH
Steiner Hops Limited
S.S. Steiner, Inc.*

Newsletter, November 2024



WORLD ALPHA ACIDS PRODUCTION

Total Crop Quantities in mt					% share			
	2021	2022	2023	2024*	2021	2022	2023	2024*
Aroma Varieties	75,906	64,536	67,892	59,203	58.2	60.5	57.5	52.3
Bitter Varieties	54,446	42,063	50,289	54,017	41.8	39.5	42.5	47.7
Total	130,353	106,599	118,136	113,220	100.0	100.0	100.0	100.0

Alpha Amount in kg					Alpha Content in %			
	2021	2022	2023	2024*	2021	2022	2023	2024*
Aroma Varieties	5,501,500	4,575,600	4,857,900	3,687,040	7.2	7.1	7.2	6.2
Bitter Varieties	7,065,800	5,126,800	5,964,600	6,936,300	13.0	12.2	11.9	12.8
Total	12,567,300	9,702,400	10,822,500	10,623,340	9.6	9.1	9.2	9.4

WORLD HOP ALPHA ACID SUPPLY AND DEMAND

	Production	Beer Production	Alpha Dosage	Alpha Usage	Annual Balance	
	(mt Alpha)	(Mio hl)	(g Alpha / hl)	(mt Alpha)	(mt Alpha)	
2017	9,901	2018	1,904	4.7	8,949	952
2018	10,123	2019	1,912	4.9	9,369	754
2019	11,316	2020	1,767	4.8	8,482	2,834
2020	11,424	2021	1,856	4.9	9,094	2,330
2021	12,567	2022	1,858	4.8	8,918	3,649
2022	9,702	2023	1,857	4.7	8,728	974
2023	10,823	2024*	1,859	4.7	8,737	2,086
2024*	10,623	2025*	1,872	4.7	8,798	1,825

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