

Fall 11-15-2021

Beer Consumption in the United Kingdom

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Recommended Citation

Appleyard, Teilor; Brickman, Jordan; Chatwin, Kayla; Orlando, Dylan; and Nehls, Kimberly Ph.D., "Beer Consumption in the United Kingdom" (2021). *Undergraduate Research Symposium Posters*. 51. https://digitalscholarship.unlv.edu/durep_posters/51

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Background



- 19th among heaviest drinking in developed countries
- Consume 9.7 liters of alcohol per year (2019)

- Number of Pubs/Bars (2019): 45,664
- 53% of Britons drink beer (2020)
- Sales from manufacture of beer: 3.4 billion British pounds

Purpose/Aim



- To understand the UK's culture on beer consumption
- To establish the leading factors that consumers look for when consuming beer

- To determine which beers Britons consume more than others and why
- To analyze current trends in the market to predict future consumption

Methods

Graphs



British Beer Pub Association

Interviews



The Society of Independent Brewers (SIBA)

Results



Cultural Influences



Quality



Conscious Consumer



Individualism

Discussion

- Inform breweries of current trends in alcohol to help with manufacturing beers that consumers want



- Relative for a brewery to market their products more effectively and to consider selling beer that will bring them the most profit
- Consumers can determine which beers to try and to avoid based on the opinions of others
- Help breweries discard types of beer that people are no longer interested in

Conclusion/Future Research



Flavor and quality are the top factors in deciding which beer Britons prefer



71% of Britons prefer Lager over other beers



Future research on beer consumption will consist of using ongoing data to predict trends and market more efficiently

Acknowledgements

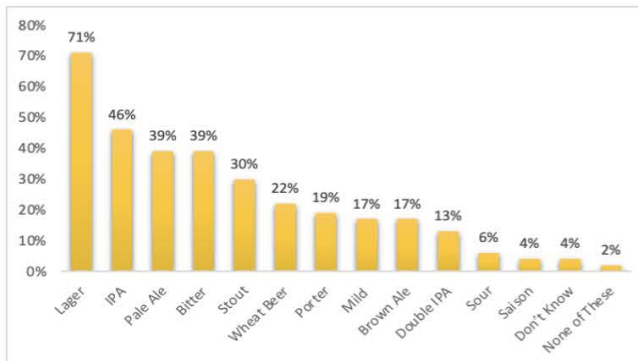
We would like to give a huge thank you to Dr. Kim Nehls and the Office of Undergraduate Research for their guidance and support in our research. We would also like to recognize The Society of Independent Brewers for providing us with credible data.



Data Analysis



Flavor Quality Style/Price Recommended



71% of Britons prefer Lager over other beer