CERVECEROS
~LATINOAMERICANOS~

Latin America and the Caribbean Celebrate International Beer Day

- **The brewing industry generates 3.9 million jobs and contributes $88.7 billion to regional GDP, equivalent to 1.3% of Latin America and the Caribbean's GDP.**
- **In 2025, no/low-alcohol beer in Latin America and the Caribbean grows 10.4%, outpacing the global average of 6.5%.**

August 6, 2026. — In Latin America and the Caribbean, beer is much more than a beverage. It is part of the cultural identity of the region and a cornerstone of one of its most dynamic productive chains — connecting agriculture, industry, com-merce, tourism, and hospitality.

On the occasion of International Beer Day, Cerveceros Latinoamericanos highlights the contribution of a sector that generates **3.9 million jobs** and contributes **$88.7 billion to the regional Gross Domestic Product (GDP)**, equivalent to **1.3%** of Latin America and the Caribbean's GDP.

> *"Beer is not just a beverage; it is a value chain that connects farmers, transporters, merchants, and millions of families in Latin America and the Caribbean. Today we celebrate all the people who make this industry possible and the role that beer plays as a symbol of gathering, community, and celebration in our region."*
>
> TANIA E. RAMOS BELTRÁN · EXECUTIVE DIRECTOR, CERVECEROS LATINOAMERICANOS

A VALUE CHAIN DRIVING REGIONAL DEVELOPMENT

From Mexico to Argentina and the Caribbean, beer reflects the cultural diversity of **24 countries** and sustains a value chain that starts in the field, continues in breweries, and reaches millions of consumers through commerce, gastronomy, tourism, and hospitality.

The impact of this industry goes far beyond beer production. Its activity strengthens thousands of small and medium-sized enterprises, creates employment opportunities, and represents an important source of fiscal revenue for governments across the region, contributing an estimated **$58.8 billion in taxes**.

AN INDUSTRY EVOLVING WITH ITS CONSUMERS

The brewing industry also evolves alongside its consumers. In 2025, no/low-alcohol beer in Latin America and the Caribbean continues to grow above the global average, with an increase of **10.4%**, compared to **6.5%** recorded globally. This evolution reflects the sector's capacity to adapt and offer more options that respond to different lifestyles and consumption occasions.

On this International Beer Day, Cerveceros Latinoamericanos recognizes the millions of people who are part of this productive chain and reaffirms its commitment to economic development, innovation, and the promotion of a beer culture based on **responsible consumption**.

Sources

Economic analysis based on Oxford Economics 2023 study covering 21 countries of Latin America and the Caribbean. cerveceroslatinoamericanos.com/latam_caribbean_economic_impact_2025/ · No/low-alcohol market growth data: Euromonitor International – Alcoholic Drinks from trade sources/national statistics, 2025.

ABOUT CERVECEROS LATINOAMERICANOS

Founded in 1945, Cerveceros Latinoamericanos represents the brewing industry of Latin America and the Caribbean. It brings together 18 leading companies — including AB InBev, Grupo Modelo, Heineken, Bavaria, CCU, Cervecería Nacional de Panamá, Cervecería Nacional Dominicana, Cervecería Polar, and Cervecería Hondureña — as well as seven national bodies: Cerveceros Argentinos, Cerveceros de Venezuela, ACECHI (Chile), Cerveceros de México, SINDICERV (Brazil), the Cámara Cervecera del Perú, and the Beer Committee of ANDI. Under the leadership of Tania E. Ramos Beltrán, Executive Director, it represents an industry present in 24 countries, from Mexico to Argentina and the Caribbean.

ABOUT INTERNATIONAL BEER DAY

International Beer Day is celebrated every first Friday of August since 2007. Created in Santa Cruz, California, it has become a global celebration uniting beer lovers in more than 50 countries around the world. Its purpose is simple and universal: to celebrate beer in all its forms, bring friends together, and toast to those who brew it.

PRESS CONTACT
Ernesto Olmos · eolmos@ernol.mx