



2023
GUIDELINES
FOR HOP BUYING

OVERVIEW FOR KEY DATA

	World Hop Acreage	World Hop Crop	World Beer Production	World Alpha Acids Production	World Alpha Acids Demand
	(ha)	(mt)	(Mio. hl)	(mt)	(mt)
2021	63,544 + 1.7 %	130,353 + 6.9	1,855.5 + 5.0 %	12,567 + 10.0 %	9,094 + 7.2 %
2022	62,691 - 1.3 %	106,599 - 18.2	1,858.1 + 0.1 %	9,702 - 22.8 %	8,918 - 1.9 %
2023	60,488 - 3.5 %	117,119* + 9.9*	1,848.4* - 0.5 %*	9,920* + 2.2 %*	8,686* - 2.6 %*
2024	-	-	1,857.0* + 0.5 %*	-	8,728* + 0.5 %*

Year	World Hop Acreage (ha)	World Hop Crop (mt)	World Beer Production (Mio. hl)	World Alpha Acids Production (mt)	World Alpha Acids Demand (mt)
2022	62,691	106,599	1,858.1	9,702	8,918
2023	60,488	117,119*	1,848.4*	9,920*	8,686*

*Estimate

International Conversion Table

1 metr. ton (mt)	→ 1.000 kg	→ 2.204.6 lbs.
100 lbs.	→ 45.359 kg	
1 hectare (ha)	→ 2.471 acres	
1 acre	→ 0.405 hectare (ha)	
1 hectolitre (hl)	→ 100 litres (Ltr.)	→ 0.8523 bbl. [USA] → 0.6114 bbl. [Brit.]
1 bbl. [USA]	→ 117.34 litres (Ltr.)	→ 1.1734 hectolitres (hl)
1 bbl. [Brit.]	→ 163.65 litres (Ltr.)	→ 1.6365 hectolitres (hl)

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FOREWORD

The 2023 European hop crop was negatively affected by the weather. Like in 2022, high temperatures and weeks without adequate rainfall led to below-average yields and alpha acid contents. It is clear that structural change is needed to rectify this problem. European growing areas will need to install irrigation systems and a proactive evolution of hop varieties will have to take place.

It is fortunate that these consecutive short crops have occurred in a time of overproduction of hops and weak beer sales. Hop acreage will continue to adjust to move closer to demand. This will mean a much tighter margin for error with hop contracts.

Brewers will need to manage their risk by continuing to make future contracts but also to intensify their efforts to accept new varieties into their recipes. It is clear from the more stable yields in USA that it is possible to use both sustainable water infrastructure and technology to stabilize yields and reduce risk.

We look forward to a constructive dialogue as we move ahead with hop breeding, growing, and processing initiatives that will provide a bright future.

Your Hopsteiner Team
November 2023



HOP ACREAGE

2020 – 2023

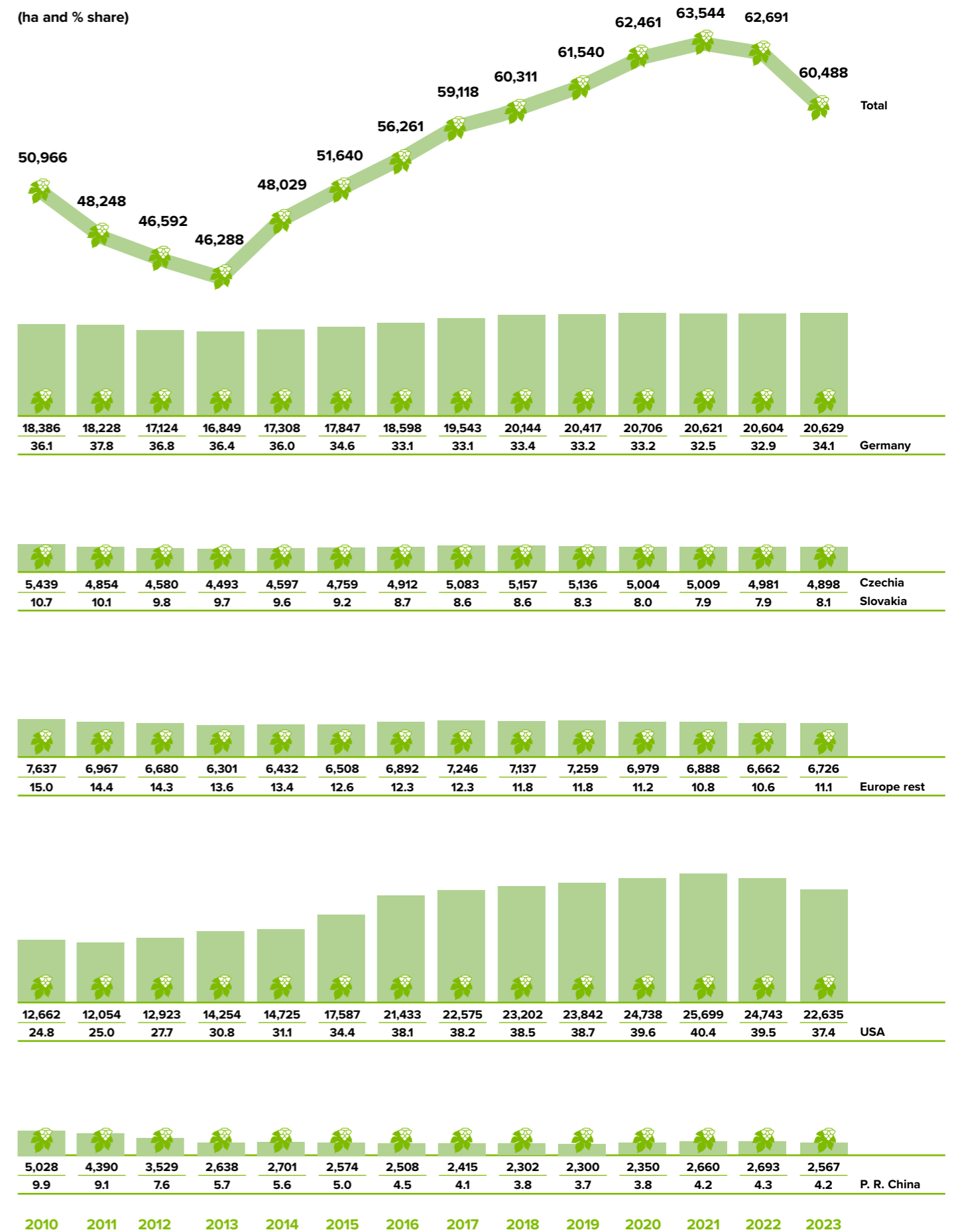
	Acreage in ha				+/- %		
	2020	2021	2022	2023	20/21	21/22	22/23
Hallertauer	501	478	459	448	- 4.6	- 4.0	- 2.4
Hersbrucker	898	815	804	778	- 9.2	- 1.3	- 3.2
Perle	2,887	2,886	2,896	2,765	- + 0.0	+ 0.3	- 4.5
Akoya	24	90	105	112	+ 275.0	+ 16.7	+ 6.7
Spalter Select	491	444	426	417	- 9.6	- 4.1	- 2.1
Tradition	2,718	2,661	2,579	2,486	- 2.1	- 3.1	- 3.6
Saphir	369	317	299	255	- 14.1	- 5.7	- 14.7
Northern Brewer	133	127	115	83	- 4.5	- 9.4	- 27.8
Magnum	1,290	1,234	1,197	1,159	- 4.3	- 3.0	- 3.2
Taurus	196	165	157	143	- 15.8	- 4.8	- 8.9
Herkules	6,254	6,499	6,659	7,002	+ 3.9	+ 2.5	+ 5.2
Polaris	216	291	349	410	+ 34.7	+ 19.9	+ 17.5
Rest	1,256	1,115	1,065	1,071	- 11.2	- 4.5	+ 0.6
Hallertau	17,233	17,122	17,110	17,129	- 0.6	- 0.1	+ 0.1
Elbe-Saale	1,564	1,582	1,575	1,563	+ 1.2	- 0.4	- 0.8
Tettngang	1,479	1,494	1,497	1,517	+ 1.0	+ 0.2	+ 1.3
Spalt	408	400	409	403	- 2.0	+ 2.3	- 1.5
Rest	22	23	13	18	+ 4.5	- 43.5	+ 38.5
Germany total	20,706	20,621	20,604	20,629	- 0.4	- 0.1	+ 0.1
Austria	255	255	263	263	+ 0.0	+ 3.1	+ 0.0
Belgium	182	182	182	185	+ 0.0	+ 0.0	+ 1.6
Bulgaria	33	33	39	43	+ 0.0	+ 18.2	+ 10.3
Czech Rep.	4,966	4,971	4,943	4,860	+ 0.1	- 0.6	- 1.7
England	867	670	649	553	- 22.7	- 3.1	- 14.8
France	500	557	547	562	+ 11.4	- 1.8	+ 2.7
Poland	1,758	1,758	1,728	1,738	+ 0.0	- 1.7	+ 0.6
Romania	265	267	270	275	+ 0.8	+ 1.1	+ 1.9
Russia	254	254	350	450	+ 0.0	+ 37.8	+ 28.6
Slovakia	38	38	38	38	+ 0.0	+ 0.0	+ 0.0
Slovenia	1,480	1,535	1,626	1,675	+ 3.7	+ 5.9	+ 3.0
Spain	556	568	579	573	+ 2.2	+ 1.9	- 1.0
Turkey	250	230	180	180	- 8.0	- 21.7	+ 0.0
Ukraine	472	472	150	130	+ 0.0	- 68.2	- 13.3
Rest	107	107	100	100	+ 0.0	- 6.5	+ 0.0
Europe total	32,689	32,518	32,247	32,253	- 0.5	- 0.8	+ 0.0
Amarillo	870	772	775	889	- 11.3	+ 0.4	+ 14.7
Apollo	368	374	391	410	+ 1.6	+ 4.5	+ 4.9
Bravo	85	103	88	89	+ 21.2	- 14.6	+ 1.1
Cascade	1,634	1,753	2,068	1,750	+ 7.3	+ 18.0	- 15.4
Centennial	1,187	949	982	1,028	- 20.1	+ 3.5	+ 4.7
Chinook	766	719	840	723	- 6.1	+ 16.8	- 13.9
Citra	4,450	4,852	4,878	3,549	+ 9.0	+ 0.5	- 27.2
Col. / Tom. / Zeus	2,544	2,255	1,830	2,624	- 11.4	- 18.8	+ 43.4
Eureka!	264	319	423	478	+ 20.8	+ 32.6	+ 13.0
Helios	-	-	-	590	-	-	+ 100.0
Mosaic	2,224	2,599	2,633	2,089	+ 16.9	+ 1.3	- 20.7
Super Galena	253	226	149	149	- 10.7	- 34.1	+ 0.0
Willamette	395	392	427	468	- 0.8	+ 8.9	+ 9.6
Rest	8,692	9,349	8,742	7,345	+ 7.6	- 6.5	- 16.0
PNW total	23,732	24,662	24,225	22,178	+ 3.9	- 1.8	- 8.4
Other	1,006	1,008	518	457	+ 0.2	- 48.6	- 11.8
USA total	24,738	25,669	24,743	22,635	+ 3.8	- 3.6	- 8.5
Argentina	186	178	178	178	- 4.3	+ 0.0	+ 0.0
Australia	743	787	919	945	+ 5.9	+ 16.8	+ 2.8
Japan	106	106	106	106	+ 0.0	+ 0.0	+ 0.0
New Zealand	743	743	976	976	+ 0.0	+ 31.4	+ 0.0
P.R.China	2,350	2,660	2,693	2,567	+ 13.2	+ 1.2	- 4.7
South Africa	427	404	409	408	- 5.4	+ 1.2	- 0.2
Rest	479	479	420	420	+ 0.0	- 12.3	+ 0.0
World total	62,461	63,544	62,691	60,488	+ 1.7	- 1.3	- 3.5

PNW = Pacific Northwest

HOP ACREAGE

2010 – 2023

(ha and % share)



HOPSTEINER LABORATORY VALUES

2020 – 2023

Alpha Content in %					Alpha Content in %				
Aroma Varieties	2020	2021	2022	2023	Bitter Varieties	2020	2021	2022	2023
Hersbrucker	3.3	4.6	1.9	3.0	Herkules	16.6	18.7	15.4	13.9
Perle	7.4	9.0	4.9	6.0	Magnum	14.2	16.0	12.2	11.8
Tradition	6.3	6.1	5.2	4.9	Taurus	15.5	17.8	14.6	13.8
Select	5.2	6.4	3.3	4.7	US Super Galena	15.0	14.5	15.5	14.8
Tettnang	4.3	4.7	2.6	2.6	US Bravo	14.5	15.5	14.8	14.5
Spalt	4.7	5.2	2.8	3.0	US Nugget	13.6	12.5	14.0	13.5
Saaz	3.6	4.0	2.8	2.6	US Eureka!	18.2	18.0	17.0	16.7
Styrian Aurora	11.4	6.8	7.0	9.7	CTZ	14.9	15.2	14.5	14.0
Styrian Golding (Celeia)	4.1	3.3	2.6	4.1	Pride of Ringwood	9.5	9.1	10.1	9.9
US Cascade	6.4	6.5	6.0	5.8					
US Willamette	4.9	5.0	4.0	4.3	Dual Purpose	2020	2021	2022	2023
Northern Brewer	9.1	10.5	6.4	7.5	US Centennial	10.3	10.5	10.0	10.0
					Sultana	14.7	14.0	15.0	15.0

WORLD ALPHA ACIDS PRODUCTION

2020 – 2023

Total Crop Quantities in mt					% share				
	2020	2021	2022	2023*	2020	2021	2022	2023*	
Aroma Varieties	71,265	75,906	64,536	58,733	58.4	58.2	60.5	50.1	
Bitter Varieties	50,729	54,446	42,063	58,386	41.6	41.8	39.5	49.9	
Total	121,994	130,353	106,599	117,119	100.0	100.0	100.0	100.0	

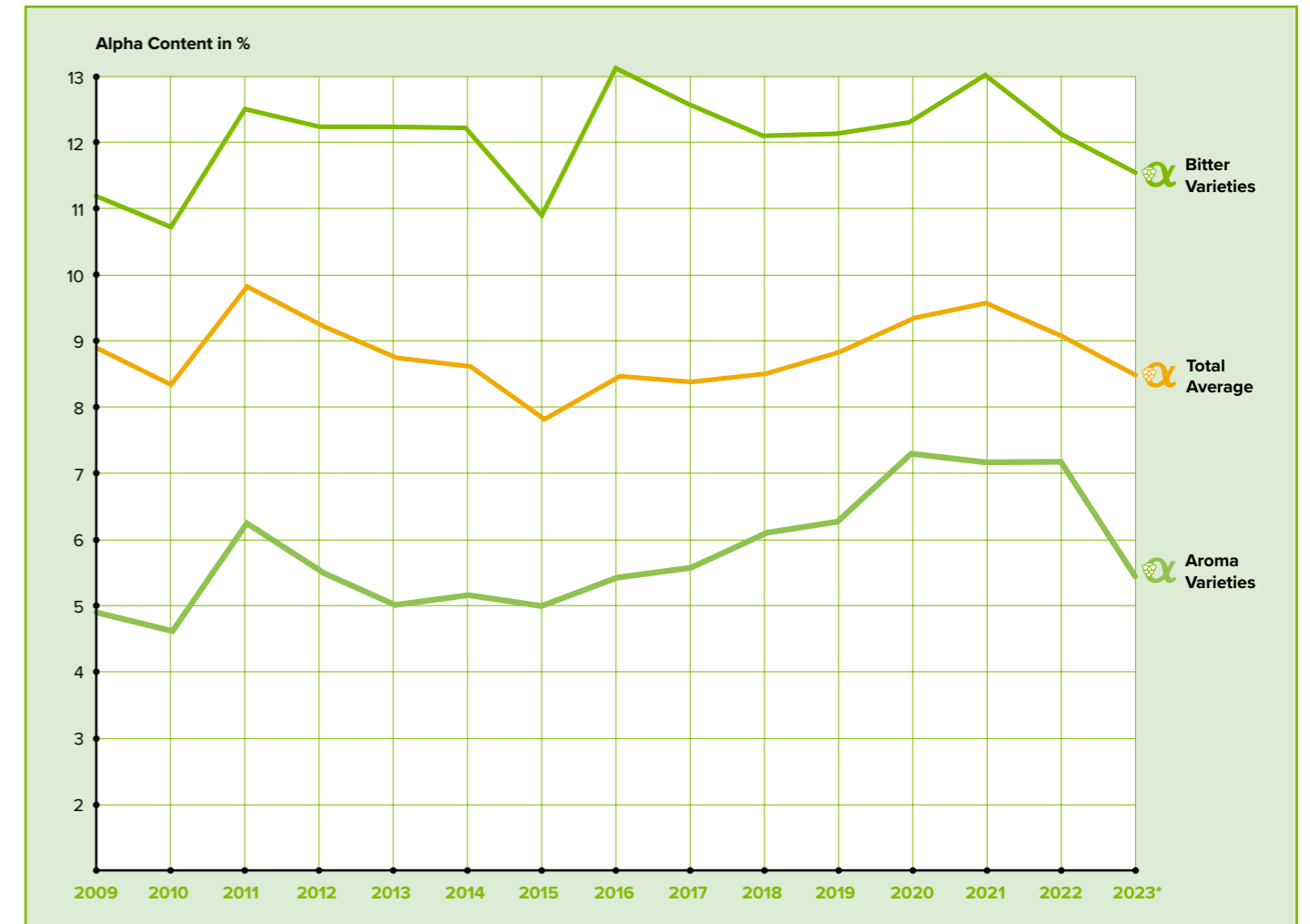
Alpha Amount in kg					Alpha Content in %				
	2020	2021	2022	2023*	2020	2021	2022	2023*	
Aroma Varieties	5,167,700	5,501,500	4,575,600	3,165,800	7.3	7.2	7.1	5.4	
Bitter Varieties	6,256,100	7,065,800	5,126,800	6,754,100	12.3	13.0	12.2	11.6	
Total	11,423,800	12,567,300	9,702,400	9,919,900	9.4	9.6	9.1	8.5	

WORLDWIDE USE OF HOPS AND HOP PRODUCTS 2010 – 2023

	Hops total		Pellets total		Extract total	
	(mt)	(% total)	(mt)	(% total)	(mt)	(% total)
2010	96,680	57.0	55,108	57.0	39,639	41.0
2011	97,376	56.0	54,531	56.0	41,482	42.6
2012	86,696	55.0	47,683	55.0	37,886	43.7
2013	82,631	61.3	50,653	61.3	31,069	37.6
2014	96,670	65.5	63,319	65.5	30,934	32.0
2015	85,911	73.5	63,160	73.5	22,189	25.8
2016	110,496	76.9	84,972	76.9	23,757	21.5
2017	117,718	75.0	88,312	75.0	28,017	23.8
2018	118,105	68.6	81,053	68.6	35,573	30.1
2019	129,160	66.8	86,279	66.8	41,331	32.0
2020	121,994	70.2	85,640	70.2	35,012	28.7
2021	130,353	72.4	94,376	72.4	34,413	26.4
2022	106,599	68.5	73,020	68.5	32,140	30.2
2023*	117,119	64.4	75,477	64.4	39,786	34.0

*Estimate

ALPHA VALUES OVER TIME 2009 – 2023

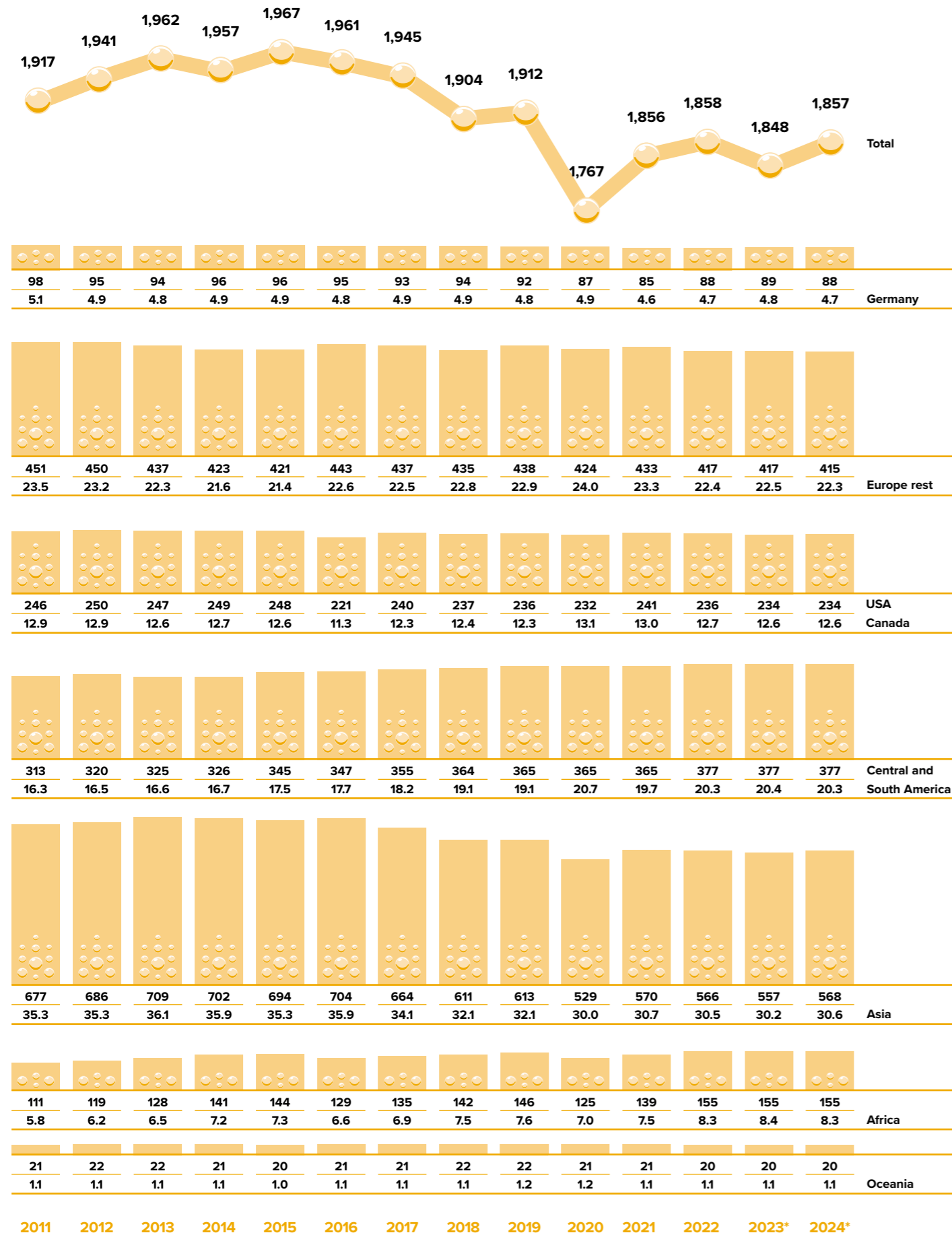


*Estimate

WORLD BEER PRODUCTION

2011 – 2024

(Mio hl and % share)

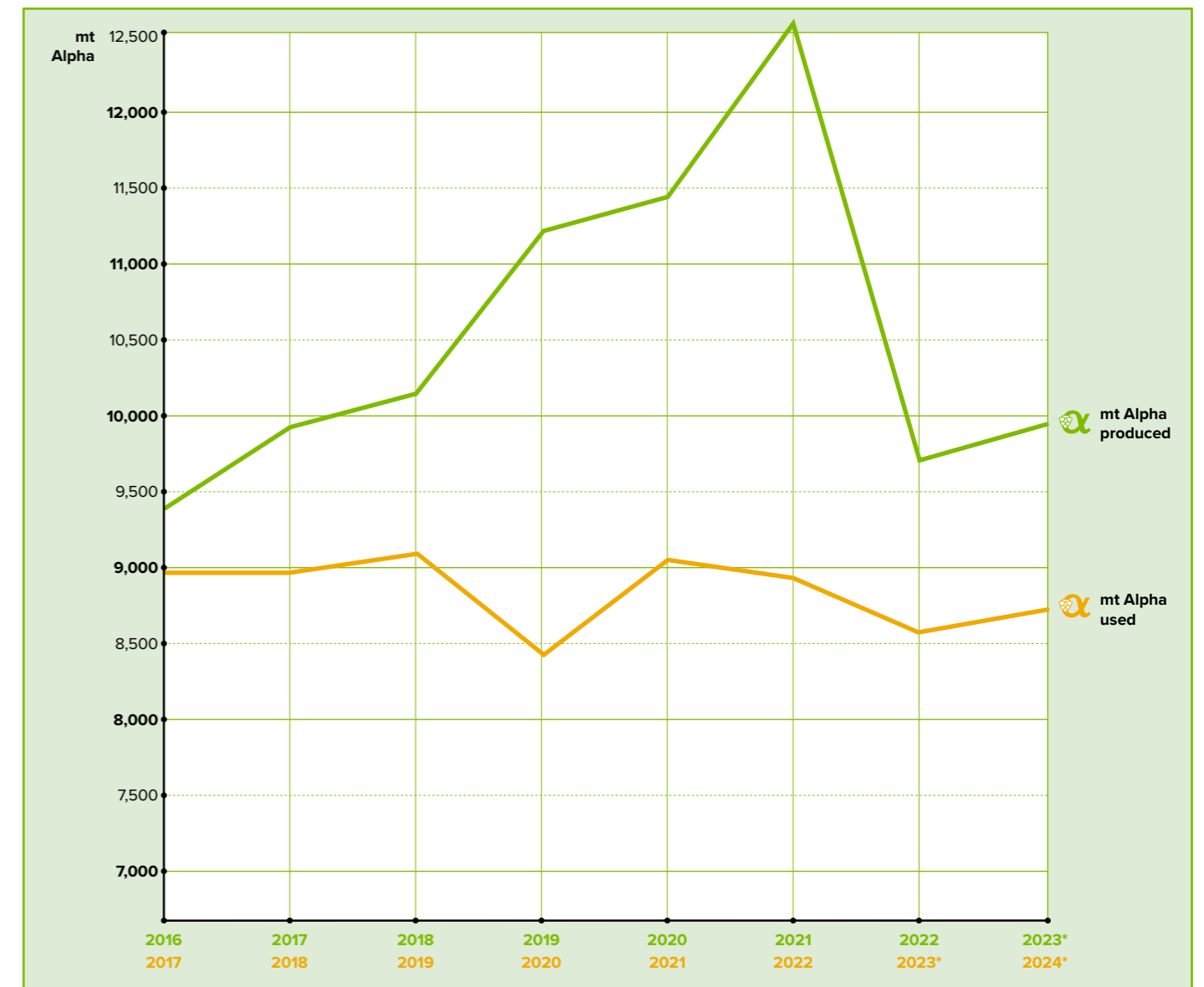


*Estimate

WORLD HOP ALPHA-ACID SUPPLY AND DEMAND

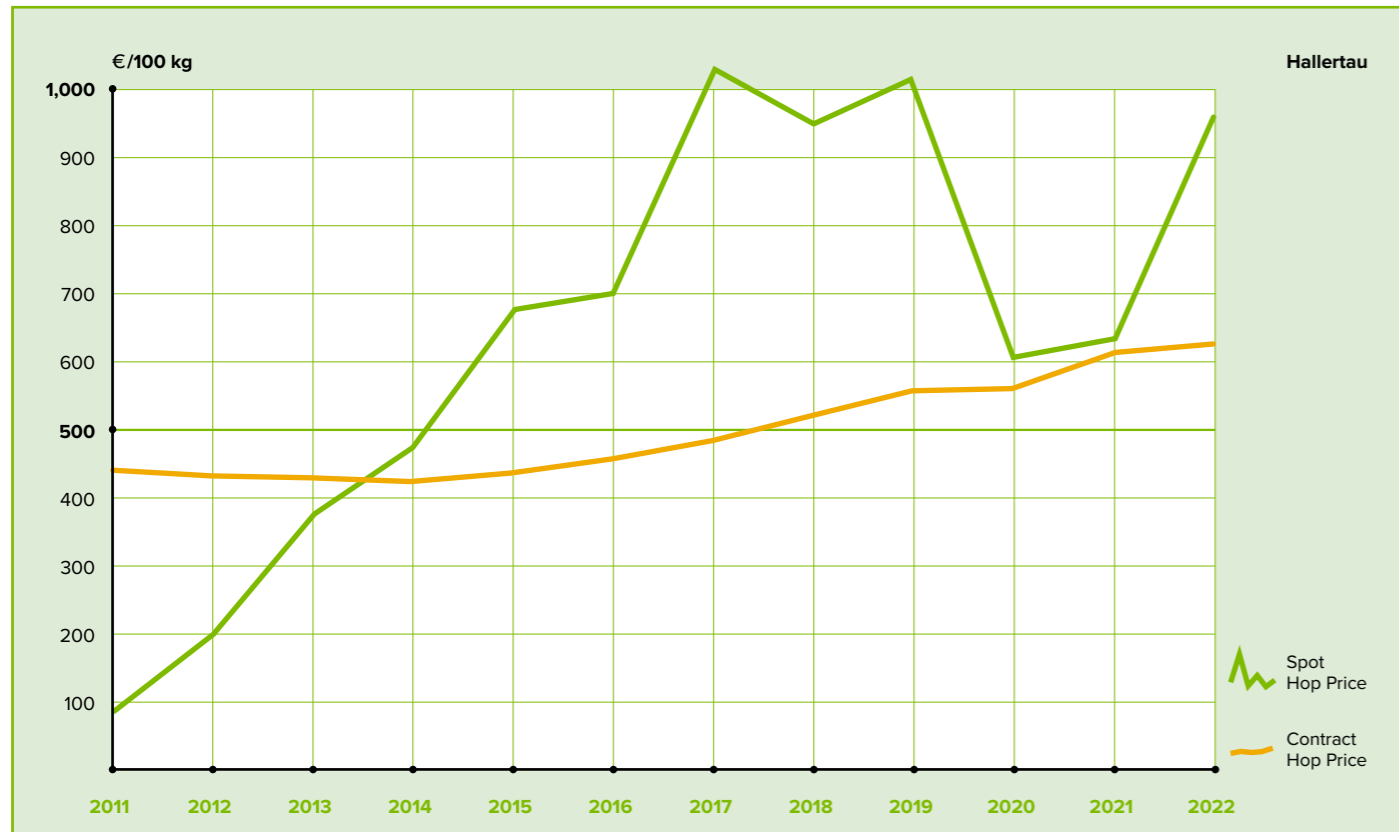
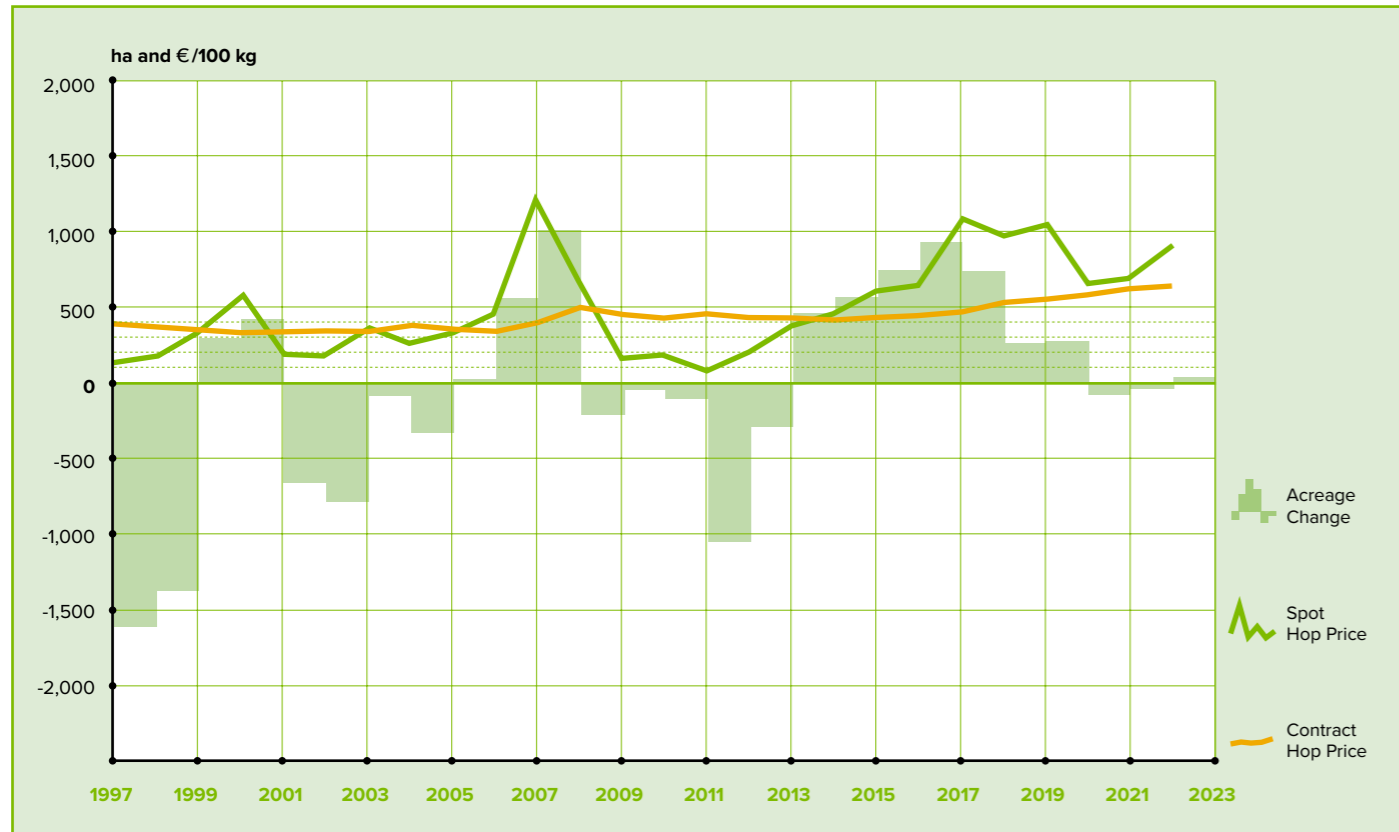
2016 – 2023

	Production (mt Alpha)	Beer Production (Mio hl)	Alpha Dosage (g Alpha / hl)	Alpha Usage (mt Alpha)	Annual Balance (mt Alpha)
2016	9,373	1,945	4.6	8,947	426
2017	9,901	1,904	4.7	8,949	952
2018	10,123	1,912	4.9	9,369	754
2019	11,316	1,767	4.8	8,482	2,834
2020	11,424	1,856	4.9	9,094	2,330
2021	12,567	1,858	4.8	8,918	3,649
2022	9,702	1,848	4.7	8,686	1,016
2023*	9,920	1,857	4.7	8,728	1,192



*Estimate

HOP CYCLE



HOP MARKET REVIEW AND OUTLOOK

RETROSPECTIVE – CROP 2022

The climatic conditions in Europe were very challenging in all growing areas. Dry periods and high temperatures led to a crop that was below average in both tonnage and alpha content. The total 2022 European crop of 48,811 MT was 27% less than 2021 on nearly the same acreage of 32,247 hectares.

In the Czech Republic the drop-off from the record crop of 2021 was even more pronounced. The crop of 4,452 MT represented a 50% reduction from the prior year's result.

In USA the 46,087 MT crop was also below average due to challenging growing conditions such as a cool spring and a range of disease pressures. Worldwide the crop of 106,599 MT was 24,000 MT less than in 2021 on approximately 850 fewer hectares.

The average alpha acid content in 2022 was 9.1%, which was 0.50 points less than in 2021. The total alpha acid production of 9,702 MT stood to supply an estimated demand of 8,686 MT for an expected 2023 beer production of 1,848 million hectoliters. This means there was a calculated surplus of 1,016 MT alpha despite the poor crop. The surplus was produced after four other consecutive years of excess production, which also meant that most variety-based shortages were addressed from adjustments to existing inventories and with crop transfers.



Mittlefrueh, Tettnanger, Saaz, Saphir, Opal, Perle, Tradition and Northern Brewer. We are working together with brewers to manage these instances.

The overall European crop of 57,580 MT was also less than in recent years.

The 2023 USA crop produced a good result, with 47,200 MT and a yield of nearly 2.1 MT/HA. Yields were up but of course the increase in bitter hop acreage had a decisive impact on that data.

The crops in Argentina, Australia, Japan, New Zealand, South Africa and the PR China were all more or less normal in 2023.

The total 2023 world crop of 117,000 MT represents an increase of nearly 10% over 2022. Nevertheless, the average alpha value dropped from 9.1% to 8.5%.

In 2023 beer production dropped and is projected to follow a similar flat to increasing trend in 2024. There are many factors that have contributed to this decline.

All beer sales were hit by the pressure of inflation on consumers' disposable income, but on-premise sales have been disproportionately affected because many bars and restaurants still have not reopened and labor shortages in others have limited opening hours. Furthermore, consumers remain fickle and tend to jump around between products and flavors much more than in the past. The emergence of canned cocktails with alcohol levels similar to beer has been the latest trend to hurt beer sales. These products are generally produced by the distilling industry, which has gained tremendously against beer over the past twenty years. Nevertheless, their recent

gains are not in their core products but in the canned segment, which is where the beer industry must innovate in its fight to regain market share. Innovation will come in the form of packaging and point of sale efforts, as well as with new hop flavors and non alcohol beers.

To calculate this year's alpha balance, we are assuming a worldwide alpha dosage of 4.7 grams per hectoliter. If 1,857 MHL are brewed in 2024, the alpha demand would be 8,728 MT. On paper this means that crop 2023's result of 9,920 MT alpha produced a surplus of 1,192 MT alpha. While there may be some smaller varieties that are in tighter supply, the general situation is oversupply. Nevertheless, crop 2023 is highly contracted and the spot market is very limited. Future crop contracts provide brewers the ability to minimize the impact of crop and price fluctuations, and the past two years are perfect examples of that.

The weak production of many long-time hop varieties coupled with ever-stricter laws against using several long-established plant protection materials means that brewers will have to transition to newer hop varieties. Hopsteiner has focused on breeding many varieties that can be categorized as successors to existing ones. The transition to newer, more disease and heat resistant varieties will provide both brewers and growers yield and cost stability into the future. These varieties will also meet many aspects of both sustainability initiatives and food safety measures.

LOOK AHEAD – CROP 2023

Crop 2022 confirmed that even with a poor harvest, there were enough hops either harvested or in inventory to meet brewer demand. Several craft beer-focused varieties were in such oversupply that their acreage was meaningfully reduced by 2,100 hectares for crop 2023. At the same time, some of that reduction was converted to bitter hops. This reflects both risk management by breweries in the face of continued poor crops in Germany as well as the need of growers to maintain a volume of business to serve the overhead associated with their recently expanded picking and conditioning facilities.

In Europe, crop 2023 was again characterized by poor growing conditions and a lack of irrigation systems. In the German, Czech, French and Spanish growing areas it was quite simply too warm and dry for a normal crop to develop. In England the weather both moderated and provided rainfall in July and August so the crop was more or less normal.

The German crop of 40,214 MT, with yields averaging below 2 MT/HA, was well below long-term averages. These low yields were further impacted by lower than usual alpha levels across most varieties. The alpha clause was triggered for Hallertau



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