

# SPAIN'S BEER MARKET BENEFITS GREATLY FROM FOREIGN TOURISTS



product.

Beer Consumption Report of 2025 stated that foreign tourists in Spain increased their beer consumption by 4.1% compared to the previous year. Thus, they account for about 30% of total beer consumption in the country. At the same time, the consumption of beer by Spanish people decreased by 4.4%. As a result, there is a noticeable difference in the dynamics of consumption of this

According to the Brewers of Spain, which has published a report on the socioeconomic importance of beer in Spain, Spanish people on average consume 50.5 liters of beer per person. The association blames inflation and changing social habits for the decrease in domestic consumption.

## Spain's Beer Market Remains Stable

In 2025, Spain's beer market achieved a result of 38.2 million hectoliters, which is only 1% higher than in 2024. However, **the number of beers sold in the hospitality sector decreased by 2.4%, while the amount distributed increased by 0.4%**. Despite the slight decline, beer remains one of the most important sectors for the Spanish economy. It contributes 1.3% to the country's GDP, 2.6% to state revenues, and provides employment for half a million people. Moreover, the beer market is estimated to be worth more than €5.2 billion in tourist revenue.

In addition, the domestic beer market accounts for more than 90% of raw materials in circulation. This indicates the significant impact of the Spanish beer market on the domestic agricultural sector.

## Beer Is Still the Most Popular Drink

In bars, restaurants, and other types of accommodation, beer remains the most popular drink. It is estimated that beer accounts for 44% of all beverages sold and 25% of total turnover in this sector. At the same time, in small businesses, its share is as high as 40%. Beer is most popular as a drink in reusable containers. In the hospitality sector, 82.4% of all beer is sold in such containers. At the same time, 64% of beer is sold in reusable containers in Spain overall, which is about the same as in 2024.

It is noteworthy that beer is most preferred as a beverage to accompany one's snack. According to the report by Emilio Gallego Zuazo, Secretary General of Hospitality of Spain, 91.2% of respondents associate beer with tapas, while 64% choose it as the ideal aperitif, 53% - as an afternoon drink, and 44% - as a dinner accompaniment.

## Spain's Beer Market Sees Growth in Non-Alcoholic Segment

One out of every seven beers sold in Spain is non-alcoholic. In 2025, the demand for this type of beer increased by 4.6% compared to 2024. The volume of non-alcoholic beer reached 3.3 million hectoliters, i.e., 14% of the total beer consumption. The use of non-alcoholic beer is becoming more and more common in the hospitality sector, while its availability in bars and restaurants in Spain has grown significantly in recent years.

## Record Production and Strong Trade Position

Spain has become the second-largest beer producer in the EU. Thus, in 2025, the country produced a record-breaking amount of beer of 41.52 million hectoliters, which is 0.5% more than in 2024. In addition, the number of breweries in Spain has grown to 261. “Never before have so many breweries produced so much beer in Spain,” said Jacobo Olalla, general manager of Brewers of Spain.

At the same time, exports of beer grew by 8%, reaching 3.64 million hectoliters. Total beer exports in 2025 grew by about 10%. The import of beer, meanwhile, fell by 4%. The largest source of imports remained Belgium, which accounts for 49% of total imports. Other significant suppliers are Portugal and France.

## A Resilient Sector

The report on the beer market in Spain, released at the beginning of the year, shows that this promising industry is in a relatively strong position to meet current challenges. **Despite the decrease in the consumption of beer by domestic residents, its popularity continues to grow among foreign tourists.** Moreover, the demand for non-alcoholic beer is also growing, making this product an indispensable part of the Spanish hospitality sector. Thus, beer continues to play a significant role in the Spanish economy, being both a major export product and an essential element of the country’s tourism industry.

Date: 2026-07-06

Article link: <https://www.tourism-review.com/foreign-tourists-boost-spains-beer-market-news15549>