

THE US BEER INDUSTRY: KEY SHIPMENTS DATA-BRANDS

Bbls-000

Major Brands	Shipments (000)			Market Share			Trend (%)		
	2011	2012	2013	2011	2012	2013	2011	2012	2013
Bud Light	39,850	39,650	38,100	18.9	18.5	18.0	-1.7	-0.5	-3.9
Coors Light	18,225	18,660	18,225	8.7	8.7	8.6	0.8	2.4	-2.3
Budweiser	17,700	16,800	16,000	8.4	7.8	7.6	-4.6	-5.1	-4.8
Miller Lite	15,200	14,745	13,700	7.2	6.9	6.5	-4.3	-3.0	-7.1
Corona Extra	7,240	7,245	7,440	3.4	3.4	3.5	1.0	0.1	2.7
Natural Light	8,325	7,925	7,350	4.0	3.7	3.5	-7.8	-4.8	-7.3
Busch Light	6,600	6,650	6,700	3.1	3.1	3.2	-3.6	0.8	0.8
Busch	5,950	5,650	5,325	2.8	2.6	2.5	-2.5	-5.0	-5.8
Michelob Ultra	3,575	3,825	4,100	1.7	1.8	1.9	5.9	7.0	7.2
Heineken	4,075	4,160	4,015	1.9	1.9	1.9	-2.9	2.1	-3.5
Miller High Life	4,700	4,450	4,000	2.2	2.1	1.9	-6.9	-5.3	-10.1
Keystone Light	4,500	4,160	3,940	2.1	1.9	1.9	-4.3	-7.6	-5.3
Modelo Especial	2,630	3,175	3,745	1.2	1.5	1.8	15.4	20.7	18.0
Natural Ice	3,350	3,125	2,875	1.6	1.5	1.4	0.8	-6.7	-8.0
Pabst Blue Ribbon	2,340	2,650	2,710	1.1	1.2	1.3	7.8	13.2	2.3
Yuengling Lager	2,045	2,250	2,180	1.0	1.1	1.0	11.4	10.0	-3.1
Bud Ice	2,000	2,075	2,125	0.9	1.0	1.0	6.7	3.8	2.4
Blue Moon (all)	1,725	1,910	2,025	0.8	0.9	1.0	19.0	10.7	6.0
Stella Artois	1,180	1,415	1,600	0.6	0.7	0.8	24.2	19.9	13.1
Dos Equis	1,125	1,375	1,570	0.5	0.6	0.7	15.4	22.2	14.2
Top 20	152,335	151,895	147,725	72.3	71.0	69.8	-1.3	-0.3	-2.7
All Others	58,349	62,156	63,928	27.7	29.0	30.2	-0.8	6.5	2.9
Total	210,684	214,051	211,653				-1.2	1.6	-1.1

These are BMI estimates for shipments and market share for the Top 20 brands in 2012. The market share figures include export and no-alcohol beer. NOTE: No brewer reports the exact numbers for each brand. To get our estimates, we work with numerous sources; all figures subject to revision.

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