

## Bottled lager consumers across Europe

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From the evidence of the TGI Europa survey the Spanish and Germans stand out as the most likely drinkers of bottled lager with almost 40% of the adult population claiming consumption. In both France and Britain penetration levels are at around one third in terms of "ever drink"™.

Drinkers, when compared on a Global SEL (Socio Economic Level) basis, appear to be relatively more "upmarket"™ in Britain and in Germany " with drinkers in France and Spain somewhat more skewed towards level four (the lower 40% of a country's population).

The apparent market strength of local beers in Germany impacts on the penetration levels of the brands that fill the top five positions in that country. While their top brand, Warsteiner, is drunk "at all"™ by less than 30% of the population, in the other three markets the top brand achieves close to 40% penetration of "any drinking"™.

Of background interest the proportion of adults in Britain who claim never to drink alcohol has increased from less than 7% to almost 12% over the past seventeen years.

For further information please visit: <http://www.bmr.co.uk/>