



# BEER SERVES AMERICA

---

A Study of

## THE U.S. BEER INDUSTRY'S ECONOMIC CONTRIBUTION

in 2024

---

**Analysis, Methodology and Documentation**

---

Prepared for

**The Beer Institute**

440 First Street N.W., Suite 350  
Washington, DC 20001

&

**National Beer**

**Wholesalers Association**

227 S. Washington Street, Suite 500  
Alexandria, Virginia 22314

---

By John Dunham & Associates

|

May 2025



# BEER SERVES AMERICA

## Executive Summary of Findings:

- Brewers and beer importers directly employ nearly 91,498 Americans.<sup>i</sup>
- The number of distributor jobs has increased by more than 2.5 percent in the last decade, to 134,540.<sup>ii</sup>
- Overall, the beer industry contributes \$471.0 billion in economic output, equivalent to roughly 1.58 percent of the U.S. Gross Domestic Product(GDP).
- Suppliers to the brewing industry – enterprises that manufacture bottles and cans, cardboard case boxes, brewing equipment or marketing displays – generate \$146.3 billion in economic activity and are responsible for nearly 565,580 jobs alone.

## Summary of Analysis and Methodology:

*Beer Serves America*, A Study of the U.S. Beer Industry's Economic Contribution, has been conducted regularly by the Beer Institute and the National Beer Wholesalers Association (NBWA). This study estimates the economic contributions made by the malt beverage industry to the U.S. economy in 2024. John Dunham & Associates (JDA) conducted this research in concert with the Beer Institute and NBWA. This work used standard econometric models first developed by the U.S. Forest Service and now maintained by IMPLAN.<sup>iii</sup> Data came from industry sources, government publications and Data Axle.

Table 1

### Total Economic Impact of the Beer Industry

	Industry	Supplier	Induced	Total
Jobs	1,175,730	565,560	682,290	2,423,580
Wages	\$54,360.00	\$43,420.00	\$44,690.00	\$142,470.00
Economic Output	\$179,960	\$146,330	\$144,660	\$470,960

(\$ Millions)

Based on data from 2024, the beer industry in the United States generated a total of 2.4 million jobs and an economic impact of almost \$471.0 billion. Table 1 summarizes the total contribution of the beer industry to the U.S. economy

Table 2

### Taxes Generated by the Beer Industry

Tax Type	Federal	State & Local	Total
Business & Personal	\$21,670	\$18,090	\$439,760
Excise	\$3,200	\$1,670	\$4,870
State Sales Tax	–	\$12,190	\$12,190
Other Sales Based Taxes	–	\$1,140	\$1,140
Total	\$24,870	\$33,090	\$57,960

(\$ Millions)

In addition to examining economic activity, the study also estimates taxes paid by the industry and its employees and consumer taxes generated by the sale of malt beverage products. All told, nearly \$58.0 billion in tax revenues were generated by the production and sale of beer and other malt beverages. This is equal to 41.3 percent of the retail price paid for these products by consumers.<sup>iv</sup>

Beyond the numerical indicators of brewers' economic activity, the brewing industry has a presence in every congressional district in the U.S. Brewers and beer distributors are responsible corporate citizens who care deeply about the responsible use of their products. Members of the brewing industry have worked individually and collectively

on dozens of successful education and awareness programs to reduce drunk driving, underage drinking, and other forms of alcohol abuse.

## Industry Components:

*Beer Serves America* measures the impact of the malt beverage industry, as defined by its three tiers of brewing, wholesaling and retailing, on the economy of the United States. Overall, the industry contributes \$471.0 billion in economic output, equivalent to about 1.58 percent of GDP.<sup>v</sup> Through its production and distribution linkages, it impacts firms in 523 of the 546 sectors of the U.S. economy.<sup>vi</sup>

The three tiers are described in more detail below.

## Brewing

The brewing process (as defined in this study) begins in one of two ways. First, agricultural products – such as barley, corn, rice, and hops – are purchased from farmers and agricultural supply companies throughout the country. Alternatively, beer can enter the country as an imported finished product. The 9,425 beer company<sup>vii</sup> operations that use agricultural products to produce malt beverages, or directly import the product into the United States, are denoted as brewers.<sup>viii</sup> There are four types of brewing firms in the country. First, the major brewers – those that produce more than two million barrels of malt beverages per year. These include traditional names such as Anheuser-Busch, Molson Coors Beverage Company and Yuengling, as well as newer firms that began production after federal brewing laws were changed in the 1970s (e.g., The Boston Beer Company). Additionally, many major beer importers like Heineken and Constellation Brands Beer Division also have substantial domestic sales and service operations that are included in the brewing figures. The figures for major brewers in Table 3 also include all of the facilities in these companies' craft divisions.

Table 3

## Direct Brewing Employment by Firm Type

Type	Facilities	Percent	FTE Jobs	Percent	Jobs / Facility
Major/Importer	308	3.3%	25,556	28.9%	83.0
Regional	344	3.6%	8,367	9.5%	24.3
Brewpub	2,535	26.9%	18,273	20.7%	7.2
Micro	6,238	66.2%	36,102	40.9%	5.8
Total	8,026	100.0%	88,298	100.0%	9.4

Table 3 does not include approximately 2,907 home-based sales employees.

While the beer industry has recovered and grown significantly following the government-imposed shutdowns in response to COVID-19, there are still minor artifacts from the pandemic in the model data.

Most importantly, while job data in the model are all from the post recovery period, the IMPLAN data used in the analysis are from 2022, and even though they have been adjusted, they still reflect lower output per employee ratios than are current as of 2024.

Additionally, on-going federal tax subsidies (such as the child tax credit and PPP) are categorized as negative taxes.

There are also over 344 regional brewers in the country, which are sizable and have national distribution, but generally produce fewer than two million barrels of malt beverages. These include many well-known companies like Sierra Nevada, Firestone Walker and F.X. Matt Brewing Company.

The last type of brewing firms, brewpubs and small micro-brewers, number in the thousands and are located throughout America. These firms produce beer for a limited market – sometimes only for their own restaurant or retail establishment. All told, brewers employ almost 91,500 people in brewing or importing operations, sales, packaging and direct distribution.

Brewing jobs have increased by 35.4 percent since the 2020 study. The increase in jobs

reported in *Beer Serves America* is actually modest when compared to data reported by the Federal Government, which suggests that brewing jobs have increased by 38.1 percent between 2020 and 2024.<sup>ix</sup>

## Wholesaling

Once malt beverages have been produced or imported, they enter the second tier of the brewing industry – the wholesale tier. JDA estimates that there are 6,134 firms involved in the wholesale distribution of alcoholic beverages, of which 2,770 or 45.2 percent supply malt beverage products throughout the country (not including wholesale operations directly owned and operated by the major breweries).<sup>x</sup> Wholesalers, also called distributors, are involved in the transportation of malt beverages from brewers or a bonded warehouse operated by importers, the sales of products to retailers, and the storage of products for a limited period of time.

The wholesale tier of the industry directly employs 134,540 individuals throughout the country. Overall employment in beer distribution is up by 5.5 percent since the COVID-19 shutdowns in 2020, but is down by less than one percent since 2022 according to the U.S. Department of Labor.<sup>xi</sup>

Figure 1

### Growth in Beer Wholesaling Jobs

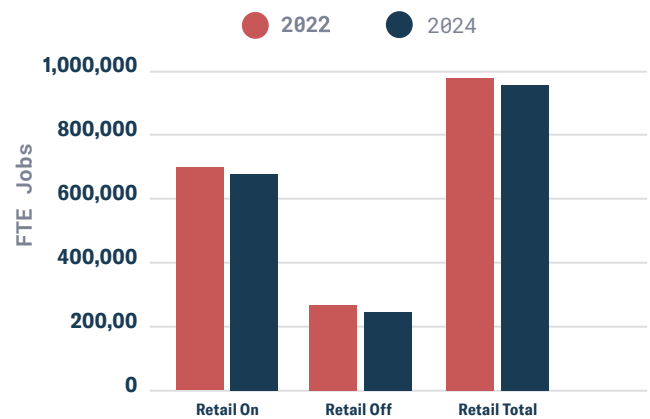


## Retail

Finally, the third tier of the industry directly sells products to the consumer through on-premises sales (restaurants, bars or taverns) or for off-premises consumption (grocery or convenience stores).

Figure 2

### Retailing Jobs by Segment



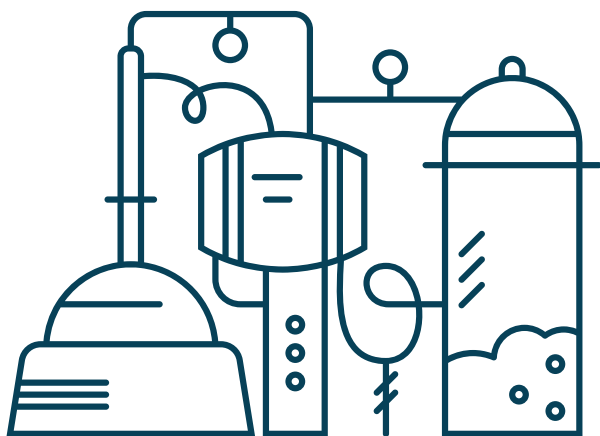
The nature of malt beverage retailing varies by state. In some states, liquor stores sell malt beverages; in some, grocery stores sell malt beverages; and in others, bars sell products for off-premises consumption.

For this analysis, the retail tier is assumed to consist of firms in the following industries:

- Restaurants, bars and taverns
- Retail stores
- Hotels
- Airlines
- Amusement locales
- State stores authorized to sell beer

While other venues may sell beer to the public – street vendors, cruise lines, non-profit groups, etc. – they are not included in the analysis due to limited data availability and the small amount of product they handle. It is estimated that outlets selling malt beverages in the United States employ 949,680 people.

Beer retailing jobs have recovered from the COVID-19 shutdowns, particularly in the off-premise sectors such as liquor stores. On-premises retail employment has been steady since 2022 and is now about 1.8 percent above 2018 levels.



## Suppliers

Other firms are related to the three tiers of the malt beverage industry as suppliers. These firms produce and sell a broad range of items, including ingredients for the production process, fuel, packaging materials, sales displays or machinery.

**Each job in the brewing industry generates 25 additional full-time equivalent jobs including:**

- 1.5 jobs in beer wholesaling
- 10.4 jobs in beer retailing
- 0.5 other manufacturing jobs
- 0.3 jobs in farming

In addition, supplier firms provide a broad range of services, including personnel services, financial services, advertising services, consulting services or transportation services.

Finally, a number of people are employed in government enterprises responsible for the regulation of the malt beverage industry. All told, it is estimated that suppliers to the malt beverage industry are directly responsible for about 565,580 jobs, with supplier firms generating just under \$146.3 billion in economic activity

## Induced Activity

An economic analysis of the malt beverage industry will also take additional linkages into account. While it is inappropriate to claim that suppliers to the supplier firms are part of the industry being analyzed,<sup>xii</sup> the spending by employees of the industry, and those of supplier firms whose jobs are directly dependent on malt beverage sales and production, should surely be included. This spending on everything from housing to food to educational services makes up what is traditionally called the "induced impact" or multiplier effect of the malt beverage industry. In other words, this spending, and the jobs it creates, are induced by the production, distribution and sale of malt beverages. JDA estimates that the induced impact of the industry is nearly \$144.7 billion and generates about 682,280 jobs

The output multiplier effect of the beer industry in 2024 was therefore 1.62, which is in line with the 1.65 (pre-COVID) multiplier for the industry, and much higher than the multiplier of about 1.52 the last time the study was conducted in 2022.<sup>xiii</sup>

## Fiscal

An important part of an impact analysis is calculating the industry's contribution to the community's public finances. In the beer industry, this contribution comes in two forms.

## About 41 percent of the price of every beer goes toward taxes paid to the federal government, state governments and localities.

First, the traditional direct taxes paid by the firms and their employees provided nearly \$39.8 billion in revenues to federal, state and local governments. In addition, the sale of beer generated \$4.9 billion in federal and state excise taxes, \$12.2 billion in state sales taxes and over \$1.1 billion in other beer-specific local taxes (other is comprised of local beer-specific taxes, such as city and county excise taxes). In addition, special sales taxes on malt beverages (generally on-premise) for the nation's 200 largest cities by population are included in the 2024 version of the BSA model. This method is the minimum practical level for calculating taxes and consumption. As a result, additional local taxes likely imposed on malt beverages are not included in this figure.<sup>xiv</sup>

Table 4

### Taxes Generated by the Beer Industry

Tax Type	Federal	State & Local	Total
Business & Personal	\$21,670	\$18,090	\$39,760
Excise	\$3,200	\$1,670	\$4,870
State Sales Tax	–	\$12,190	\$12,190
Other Sales Based Taxes	–	\$1,140	\$1,140
Total	\$24,870.00	\$33,090.00	\$57,960.00

Table 4 presents a summary of the tax revenues generated by the industry and its consumers in the United States. All told, almost \$58.0 billion in taxes at the federal, state and local level are directly attributable to the production, sale and consumption of beer, which represents 41.3 percent of overall sales.<sup>xv</sup>

## Methodology:

Every economic impact analysis begins with a description of the industry being examined. In this model, the malt beverage industry is defined as the three tiers of the industry (brewing, wholesaling and retailing).

*Beer Serves America* begins with an accounting of the direct employment in the various sectors. Brewing encompasses beer production and sales facilities as well as company-owned distribution operations, can production, other supply operations and beer importers. Wholesaling includes the nationwide network of beer distributors and related warehouse and transportation operations. Retailing includes locations where beer is consumed "on-premises," such as bars, restaurants, sports and entertainment venues and airlines. "Off-premises" retail outlets are supermarkets, convenience stores, warehouse stores and similar locations. The data comes from a variety of government and private sources.

It is sometimes mistakenly thought that initial spending accounts for all of the impacts of economic activity for a product. For example, at first glance, consumer expenditures for a beer appear to be the total impact on the local economy. However, one economic activity always leads to a ripple effect whereby other sectors and industries benefit from this initial spending. This inter-industry effect of an economic activity can be assessed using multipliers from regional input-output modeling.

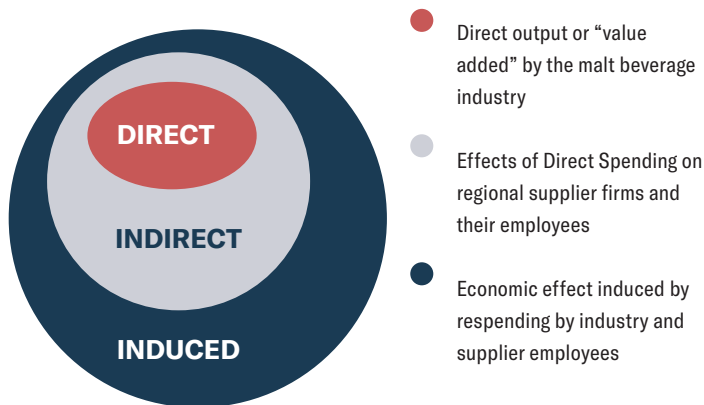
The economic activities of events are linked to other industries in the state and national economies. The activities required to produce a six-pack of beer, from malting barley, to packaging, to shipping, generate the direct effects on the economy. Regional (or indirect) impacts occur when these activities require purchases of goods and services such as building materials from local or regional suppliers. Additionally, induced impacts occur when workers involved in direct and indirect activities spend their wages in the region. The multiplier is the ratio between total economic and direct impact. The framework in Figure 3 illustrates these linkages.



Figure 3

## Model of Economic Impact Components

This method of analysis allows the impact of local production activities to be quantified in terms of final demand, earnings and employment in the states and the nation.



Once the industry’s direct impact has been calculated, the input-output methodology discussed below is used to calculate the contribution of the supplier sector and the re-spending in the economy by employees in the industry and its suppliers. This induced impact is the most controversial part of economic impact studies and is often quite inflated. In the *Beer Serves America* model, only the most conservative estimate of the induced impact has been used.

## Model Description and Data:

JDA developed the *Beer Serves America* model based on data provided by Data Axle (formerly Infogroup), the Beer Institute, the NBWA, the Brewers Association, and state and federal governments. The analysis utilizes the IMPLAN model to quantify the economic impact of the malt beverage industry on the United States’ economy. The model adopts an accounting framework through which the relationships among different inputs and outputs across industries and sectors are computed. This model can show the impact of a given economic decision – such as a brewery opening – on a pre-defined geographic region. It is based on the national income accounts generated by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA).<sup>xvi</sup>

This model will incorporate firms in the following economic sectors:

### Brewing:

Including firms that brew beer and other malt beverages, and firms that import and directly market malt beverages for consumption in the United States. The brewing sector also includes company-owned packaging and wholesaling operations. Brewers include major multi-state, multi-operational brewing companies, regional and craft brewers and brewpubs.

### Wholesaling:

Including firms involved in the distribution and storage of malt beverages after they leave control of the manufacturer. The wholesaling sector includes exporters and some smaller importers. However, the direct effects of company-owned wholesaling operations have been shifted to the brewing sector for this analysis.

### Retailing:

This includes firms involved in both the on-premises and off-premises sale of malt beverages. This sector includes restaurants, bars, hotels, retail establishments (e.g., grocery stores, package stores, convenience stores, liquor stores), amusement places (e.g., amusement parks, beer gardens, bowling alleys) and airlines. Control state package stores that sell beer are included. However, model limitations preclude commissaries, colleges or other government-owned outlets as part of the retailing sector. In addition, outlets that may sell minimal amounts of beer like bookstores, zoos and cruise ships are not included in the model.

The IMPLAN model is designed to run based on the input of specific direct economic factors. It uses a detailed methodology (see Methodology section) to generate estimates of the other direct impacts,

tax impacts and supplier and induced impacts based on these entries. In the case of the model used in *Beer Serves America*, direct employment in the malt beverage industry (as described above) is a base starting point for the analysis. Direct employment in each of the three components of the industry is – due to data limitations – estimated in two distinct ways. In the brewing sector, establishment employment is based directly on data provided to JDA by Data Axle as of June 2024. Data Axle is the leading provider of business and consumer data for the top search engines and leading in-car navigation systems in North America. Data Axle gathers data from various sources by sourcing, refining, matching, appending, filtering, and delivering the best quality data. The company verifies its data at the rate of almost 100,000 phone calls per day to ensure absolute accuracy.

These data are gathered at the facility level; therefore, a company with a brewery, warehouse and sales office would have three facilities, each with separate employment counts. Since the Data Axle data continually adjusts, JDA staff scanned the brewery data for discrepancies. The data from Data Axle was merged with other data gathered from Beer Institute member records, and survey data collected directly from Beer Institute member companies. This process helped ensure that all of the smaller breweries and non-brewing operations from larger firms were included. The database was then checked against company websites and addresses to ensure that companies existed or were still in business.

Employment estimates were generally taken directly from the Data Axle data; however, employment figures for facilities were replaced where necessary with figures directly obtained from the companies themselves. In brewpubs, if brewing employment counts were not available, industry employment is assumed to be three employees, reflecting only the brewing operations of what are essentially restaurants or taverns.<sup>xvii</sup> Where no data were available, employment at each location was estimated to be equal to the median value for similar sites in the same state or based on the production volume at the facility.

Wholesale employment is based directly on data provided to JDA by Data Axle as of June 2024 and the NBWA and Wine and Spirits Wholesalers of America (WSWA) as of December 2024. This data is gathered at the facility level; therefore, a company with a warehouse, truck repair shop and sales office would have three separate employment counts. JDA staff verified the data using either company websites, or Google Maps. Where facilities handle products in other categories such as wine, spirits or soft drinks, JDA staff assigned jobs based on



the predominant beverage distributed by the company. Jobs were split across categories based either on company-specific sales data or overall industry sales percentages in the specific state where the wholesale facility was located.

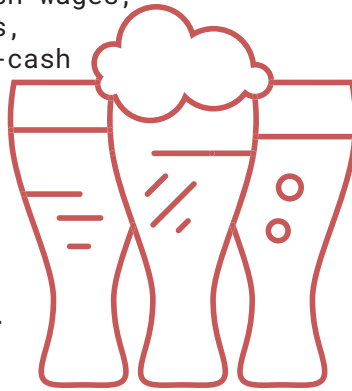
Employee counts for facilities with missing data or facilities not included in the Data Axle lists are based on industry medians. Where the NBWA or the WSWA data differed from that calculated by JDA, the associations' numbers were used.

Data on the retail sectors start with raw employment data that are adjusted based on sales of beer, wine and spirits. This is done using either the industry multipliers and output per employee ratios included in the IMPLAN model for the retail components of the industry, or using a calculation based on beer sales as a percentage of total alcohol sales.<sup>xviii</sup> These results were cross-checked against a wide variety of establishment data by state and were found to present a reasonable estimate of the employment in each sector generated solely by malt beverage sales. Retail data is adjusted to consider dry counties and state regulations pertaining to beer sales in grocery and food stores.

It should be noted that some government-owned establishments selling malt beverages, including military post exchanges and commissary stores, will be underrepresented in this analysis as most of these facilities would not have Data Axle records, nor would some be licensed by state alcohol beverage licensing authorities. Where possible, those government-owned stores in control states that sell malt beverages are included.



Once the initial direct employment figures have been established, they are entered into a model linked to the IMPLAN database.<sup>xix</sup> The IMPLAN data are used to generate estimates of direct wages and output in each of the three sectors: brewing, wholesaling and retailing. Wages are derived from data from the U.S. Department of Labor's ES-202 reports that IMPLAN uses to provide annual average wage and salary establishment counts, employment counts and payrolls at the county level. Since this data only covers payroll employees, it is modified to add information on independent workers, agricultural employees, construction employees and certain government employees. Data is then adjusted to account for counties where non-disclosure rules apply. Wage data include cash wages, health and life insurance payments, retirement payments and other non-cash compensation. It consists of all income paid to workers by employers. Distribution income and exercised stock options received by proprietors, including sole proprietors and distributions to partners of LLCs are also included in wage figures.



Total output is the value of production by industry in each state. IMPLAN estimates it from sources like those used by the BEA in its RIMS II series. Where no Census or government surveys are available, IMPLAN uses models such as the Bureau of Labor Statistics Growth model to estimate the missing output.

The model also includes information on income received by federal, state, and local governments, and produces estimates for the following taxes at the federal level: corporate income, payroll, personal income, estate and gift, excise taxes, customs duties and fines, fees, etc. State and local tax revenues include estimates of corporate profits, property, sales, and severance, as well as estate, gift, personal income, and certain payroll taxes, and various licenses and fees.

Indirect taxes paid due to the consumption of malt beverages in each state are also included in the analysis. These figures – while primarily separate from the reported taxes paid – contain minimal double counts. This reason is individuals employed by the beer industry, or its suppliers, purchase malt beverages. The sales taxes on beer, and state and federal beer excise taxes paid by these people, are already included in the direct taxes section. In addition, estimates of certain small beer-specific taxes – such as the Philadelphia County on-premise beverage tax or the New York City malt beverage excise tax – are included. Federal tax rates are estimated at the state level by the NBWA.

While IMPLAN is used to calculate the the state- level impacts, Data Axle data provide the basis for congressional district estimates. Publicly available data at the county and congressional district level is limited by disclosure restrictions, especially for smaller sectors of the economy like brewing and beer wholesaling. Therefore, this model uses actual physical location data provided by Data Axle to allocate jobs –

and the resulting economic activity – by county. For counties entirely contained in a single congressional district, jobs are allocated based on the percentage of total sector jobs in each county. For counties broken by congressional districts, allocations are based on the percentage of total brewing and beer wholesaling jobs physically located in each segment of the county. Physical locations are based on either the actual address of the facility, or the zip code of the facility, with facilities placed randomly throughout the zip code area. Zip code areas are broken across other geographies based on the percentage of road-weighted physical areas, thereby accounting for both business activity and geographic factors. All supplier and indirect jobs are allocated based on the percentage of a state's employment in that sector in each of the counties. Again, Data Axle data are the basis for these percentages.

While brewing, wholesaling and retail jobs are generally allocated in this manner,

retailing jobs are restricted to only those counties that allow the retail sale of malt beverages. There are many localities and counties in the United States that are either wholly dry or partly dry.<sup>xx</sup> The congressional district breakdowns exclude retailing jobs from these counties. In addition, grocery and convenience store jobs are included in those states that allow such sales.

DA calculated malt beverage sales and consumption data and based them on on-premises and off-premises volume splits provided by the Beer Institute and NBWA, personal consumption expenditures from the U.S. Department of Commerce Bureau of Economic Analysis, and wholesale margins from the U.S. Department of Commerce Bureau of Economic Analysis. Personal consumption expenditures measure the amount households in the country spend on goods and services such as beer and dining out. This data, along with estimated retail employment levels, are used to allocate the national malt beverage sales across each state. Sales and excise tax rates are accurate as of December 12, 2024. This model's federal excise tax rates are based on the current tiered system and average \$16.70 per barrel.<sup>xxi</sup> Ex-dock brewers' prices without any taxes are estimated to average \$193.82 per barrel. Standard retail and wholesale margins are applied along with the taxes and fees to estimate total sales by product category, state and location.<sup>xxii</sup>

All the estimates of wages, output and tax rates other than beer excise taxes, beer sales taxes and other specific beer-based consumption taxes are derived from the IMPLAN input-output models.

## Data and Modeling Considerations

### When Comparing 2024 with Earlier Studies:

There have been significant changes to the economy, the beer industry and the data sources used in this model compared to 2022.

This model uses the 2022 IMPLAN tables. The Input-Output tables are always released at least a year behind, and JDA began work on this model prior to the release of the 2023 tables.

Before developing the 2014 IMPLAN Tables, neither the U.S. Bureau of Economic Analysis (BEA), nor the U.S. Bureau of Labor Statistics (BLS) included much data on regional or small breweries in their calculations. This calculation began to change with the development of the 2014 IMPLAN tables. As of that year, the BLS started to reflect the growth in brewing jobs at small breweries. Job numbers reported in the IMPLAN brewing sector increased considerably to nearly the level that JDA was calculating. At that time, however, the BEA did not adjust its output figures to account for the lower productivity at these facilities in comparison to large national breweries. This change means that the output per employee data that JDA uses to calculate the total economic impact of the industry, and industry sales and tax rates, was greatly inflated in IMPLAN. At that time, it was not possible to know that there was such a large overestimate because output per employee in the industry had been adjusted downward.

With the issuance of the 2016 IMPLAN tables, BEA had made the adjustments to output, reducing the output per employee in the brewing sector by nearly 38 percent. In 2024, the IMPLAN output per employee in the brewing sector was reduced again, this time by 10.7 percent.

Table 5 outlines the output per employee calculated for the past six cycles of *Beer Serves America*.

**Table 5**

## Output Per Employee from IMPLAN

**IMPLAN Table**

Year	Brewing	Other Food Mfg
2012	\$1,141,421	\$332,707
2014	\$1,020,106	\$327,397
2016	\$643,7311	\$342,225
2018	\$502,728	\$354,770
2020	\$379,341	\$412,840
2022	\$354,663	\$443,115

These changes have led to lower economic impact calculations for beer sales relative to those presented in the 2022 version of *Beer Serves America*.

In 2018, IMPLAN also changed the structure of the wholesaling and retailing sectors of the economy. Prior to 2018, wholesaling was all grouped together in a single production function. Now, there are ten different wholesaler sectors in the model. Beer wholesaling is estimated using the wholesale - grocery and related product wholesalers sector.

In 2020, the U.S. Department of Commerce, Bureau of the Census, released new product line estimates for retailers and wholesalers.<sup>xxiii</sup> These tables provide JDA with estimates of the percentage of total sales in each retailer type and state coming from beer. The Census product line tables were released with substantial amounts of missing and undisclosed data. JDA used a linear optimization model to fill in this missing data.

Finally, the brewing sector (and particularly the on-premises retail sector) faced significant obstacles in 2020 due to the government-imposed shutdowns of the economy in response to COVID-19. Data in this model were gathered beginning in June of 2024. The data, therefore, reflects a post-COVID economy, and continued improvements on these sectors when compared to the 2022 study.

The 2024 *Beer Serves America* model reflects the best data and modeling techniques available now and should provide a very accurate measure of the industry's economic benefits today. Any errors are unintentional and are strictly those of John Dunham & Associates and should not reflect on the quality of data provided by the funding associations.

## IMPLAN Methodology: <sup>xxiv</sup>

Francoise Quesnay, one of the fathers of modern economics, first developed the analytical concept of inter-industry relationships in 1758. The concept was actualized into input-output analysis by Wassily Leontief during World War II, an accomplishment for which he received the 1973 Nobel Prize in Economics.

Input-output analysis is an econometric technique used to examine the relationships within an economy. It captures all monetary market transactions for consumption in a given period and for a specific geography. The IMPLAN model uses data from many different sources – as published government data series, unpublished data, sets of relationships, ratios or estimates. IMPLAN, Inc. gathers this data, converts it into a consistent format and estimates the missing components.

There are three different levels of data generally available in the United States: federal, state and county. Most of the detailed data is available at the county level, and as such, there are many issues with disclosure, especially in the case of smaller industries, such as brewing. IMPLAN overcomes these disclosure problems by combining many data sets and estimating those variables that are not found from any of them. The data are then converted into national input-output matrices (use, make, by-products, absorption and market shares) and national tables for deflators, regional purchase coefficients and margins.

The IMPLAN Make matrix represents the production of commodities by industry. The BEA Benchmark I/O Study of the U.S. Make Table forms the basis of the IMPLAN model. The Benchmark Make Table is updated to current year prices and rearranged into the IMPLAN sector format. The IMPLAN Use matrix is based on estimates of final demand

value-added by sector and total industry and commodity output data provided by government statistics or estimated by IMPLAN. The BEA Benchmark Use Table is then bridged to the IMPLAN sectors. Once the re-sectoring is complete, the Use Tables can be updated based on the other data and model calculations of interstate and international trade.

In the IMPLAN model, as with any input-output framework, all expenditures are in terms of producer prices. This model allocates all expenditures to the industries that produce goods and services. As a result, all data not received in producer prices are converted using margins derived from the BEA Input-Output model. Margins represent the difference between producer and consumer prices. As such, the margins for any good add to one. If, for example, 10 percent of the consumer price of beer is from the purchase of hops, then the hops margin would be 0.1.

Deflators, which account for relative price changes during different periods, are derived from the Bureau of Labor Statistics (BLS) Growth Model. The BLS model is mapped to the sectors of the IMPLAN model. Where data is missing, deflators from BEA's Survey of Current Businesses are used.

Finally, one of the most important parts of the IMPLAN model, the Regional Purchase Coefficients (RPCs), must be derived. IMPLAN is derived from a national model representing the "average" condition for a particular industry. Since national production functions do not necessarily represent particular regional differences, adjustments need to be made.

Once the databases and matrices are created, they go through an extensive validation process. IMPLAN builds separate state and county models and evaluates them, checking that no ratios are outside of recognized bounds. The final data sets and matrices are not released before extensive testing occurs.

---

i Note that throughout this document the term Beer is synonymous with malt beverages.

ii Based on the *Beer Serves America* studies.

iii IMPLAN® model, 2022 Data, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (2025), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078 [www.IMPLAN.com](http://www.IMPLAN.com).

iv There are notable tax differences between the 2020 study and the 2022 and 2024 studies. Whereas the 2022 analysis relied on IMPLAN 2020, this analysis uses 2022 tables and had multipliers largely impacted by COVID distribution payments and transfers.

v Based on 2024 current-dollar GDP of \$29,724 billion. Gross Domestic Product, 4th Quarter and Year 2024 (Third Estimate), GDP by Industry, and Corporate Profits, US Department of Commerce, Bureau of Economic Analysis, April 8, 2025, See: <https://www.bea.gov/data/gdp/gross-domestic-product>.

vi Economic sectors based on IMPLAN sectors.

vii Not including home-based sales representatives.

viii Throughout this study, the term "firms" actually refers to physical locations. One brewer, for example, may have breweries in 5 or 6 locations throughout the country. Each brewery is included in the count. This figure differs considerably from the 6,145 companies reported by the US Commerce Department in the Quarterly Census of Employment and Wages (3rd quarter 2024). There are two reasons for this. First the QCEW counts companies not facilities, and many of the larger brewers have dozens of facilities. Second, the QCEW tends to underestimate both the number of and employment from smaller firms as well as newer firms.

ix Quarterly Census of Employment and Wages, US Department of Labor, Bureau of Labor Statistics <https://www.bls.gov/cew/data.htm>. Data from end of 2020 through September 2024. Data Accessed April 9, 2025.

x Physical locations. Many predominantly wine or spirits wholesalers also carry some beer. Jobs are allocated to beer wholesaling for these facilities based on the overall market share for beer as a percent of total beverage alcohol products handled by wine and spirits wholesalers. This eliminates double counting of jobs across the three product categories; however, most facilities actually handle at least some of all three products.

xi Physical locations. Many predominantly wine or spirits wholesalers also carry some beer. Jobs are allocated to beer wholesaling for these facilities based on the overall market share for beer as a percent of total beverage alcohol products handled by wine and spirits wholesalers. This eliminates double counting of jobs across the three product categories; however, most facilities actually handle at least some of all three products.

xiii Often economic impact studies present results with very large multipliers – as high as 4 or 5. These studies invariably include the firms supplying the supplier industries as part of the induced impact. John Dunham & Associates believes that this is not an appropriate definition of the induced impact and as such limits this calculation to only the effect of spending by direct and supplier employees.

xiv Federal excise taxes are actually paid by the brewer and included in the price of the product. In this analysis, however, they are included as part of consumption taxes (but redistributed based on the location where the beer was sold).

xv Malt beverage industry sales are calculated at approximately \$198.2 billion including all taxes. This compares with \$178.1 billion in 2022. The 41.3 percent tax calculation is equal to: Total Taxes [including all business and personal taxes plus consumption taxes (excise, sales, other)] divided by Direct Brewer Output + Direct Wholesaler Output + Direct Retailer Output + Consumption Taxes (excise, sales other). Note that the CPI for alcoholic beverages rose by 5.5 percent (June to June) over the same period. See: Consumer Price Index for All Urban Consumers: Alcoholic Beverages in U.S. City Average, US Bureau of Labor Statistics, retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/CUSR0000SAF116>. Accessed April 9, 2025.

xvi RIMS II is a product developed by the U.S. Department of Commerce, Bureau of Economic Analysis as a policy and economic decision analysis tool. IMPLAN was originally developed by the US Forest Service, the Federal Emergency Management Agency and the Bureau of Land Management. It was converted to a user-friendly model by IMPLAN in 1993.

xvii Generally, most small breweries have a staff of between 2 and 7 people. The estimate used in this analysis is based on Industry Revealed, Institute for Brewing Studies, 1997. While this study is old, the figure appears to be accurate based on the direct examination of the websites of over 6,200 small brewers by JDA staff.

xviii A number of different sources were used to calculate the percentage of overall sales due to beverage alcohol purchases. In most cases these sales represent a small part of the overall business. In the case of amusement establishments (bowling alleys, theaters, sporting venues, etc.) as well as on-premise food service establishments, the Economic Census of Accommodations and Food Services and the Economic Census of Arts, Entertainment and Recreation were used to determine the percentage of sales coming from alcohol. In the case of store-based retailers like grocery stores, convenience stores, package stores, etc. the figures come from the US Department of Commerce, Census of Retail Trade. United States Census Bureau, Retail Trade (NAICS Sector 44-45), Product Statistics All Sectors: Industry by Products for the U.S. and States: 2017, 2017 Economic Census, at [www.census.gov/data/tables/2017/econ/economic-census/naics-sector-44-45.html](http://www.census.gov/data/tables/2017/econ/economic-census/naics-sector-44-45.html).

xix IMPLAN® model, 2022 Data, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (2025), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078 [www.IMPLAN.com](http://www.IMPLAN.com).

xx Sales banned either on- or off-premises.

xxi The Tax Cuts and Jobs Act of 2017 dramatically changed the Federal excise tax on beer, creating a tiered rate. This analysis is based on a rate of \$3.50 per barrel for the initial 60,000 barrels produced by a single brewer, \$16 per barrel for the next 1,940,00 barrels for domestic brewers producing 2 million barrels per year or fewer. All other brewers and importers are taxed at a rate of \$16 per barrel for the first 6 million barrels and \$18 per barrel thereafter. FET taxes are spread across states based on 2024 state sales and the weighted average FET in each state for 2024 provided by the NBWA.

xxii Wholesale and Retail margins are based on the Use Tables/After Redefinitions/Margin Details: 2007, 2012, 2017, U.S. Bureau of Economic Analysis, [www.bea.gov/industry/industry-underlying-estimates](http://www.bea.gov/industry/industry-underlying-estimates). On-premise retail margins are calculated by John Dunham & Associates and are set to ensure that total sales in each state equal estimated sales volumes.

xxiii United States Census Bureau, Retail Trade (NAICS Sector 44-45), Product Statistics All Sectors: Industry by Products for the U.S. and States: 2017, 2017 Economic Census, at <https://www.census.gov/data/tables/2017/econ/economic-census/naics-sector-44-45.html> and United States Census Bureau, Wholesale Trade (NAICS Sector 42), Product Statistics All Sectors: Industry by Products for the U.S. and States: 2017, 2017 Economic Census, at <https://www.census.gov/data/tables/2017/econ/economic-census/naics-sector-42.html>.

xxiv This section is paraphrased from IMPLAN Professional: Users Guide, Analysis Guide, Data Guide, Version 2.0, MIG, Inc., June 2000.