

Consumers' perceptions on beer

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Beer and Health

THE 6TH EUROPEAN

BEER AND HEALTH SYMPOSIUM

FROM MYTHS TO SCIENCE



Outline of the presentation

- Beer is bad for you
- Wine is better than beer
- Beer makes you fat
- Beer consumption is dangerous for elderly
- Non-alcoholic beer



Sources

- **Dutch survey 2010:** n= 529 consumers of at least 1 beer per month (Bieronderzoek Nederlandse Brouwers)
- **Dutch survey 2011:** n= 206 non-beer drinkers and n = 575 consumers of at least 1 beer per month (Bieronderzoek Nederlandse Brouwers)
- **Spanish study 2010:** n = 2000 (1.012 men, 988 women). 18-24 yrs, n= 244; 25-34 yrs, n= 503; 35-44 yrs, n= 517; 45-54 yrs, n=431; 55+ yrs, n= 305 (Quota Research)
- **UK study 2010:** n=2036 (1.026 men and 1.010 women). 18-24 yrs, n= 238; 35-44 yrs, n= 355; 45-54 yrs, n= 358; 55-64 yrs, n= 305; 65+ yrs, n= 444 (ComRes)



Beer is bad for you



- Netherlands: 31% of consumers think beer can have health benefits.
- UK: 18% of the consumers think beer can be part of a healthy lifestyle.
- Spain: 53% of consumers believe beer is a healthy beverage.

Wine is better than beer



- UK: 58% think wine can be part of a healthy lifestyle compared to beer (18%).
- Netherlands: 28% of people are surprised to hear a glass of beer had the same health effects as a glass of wine.



Beer makes you fat



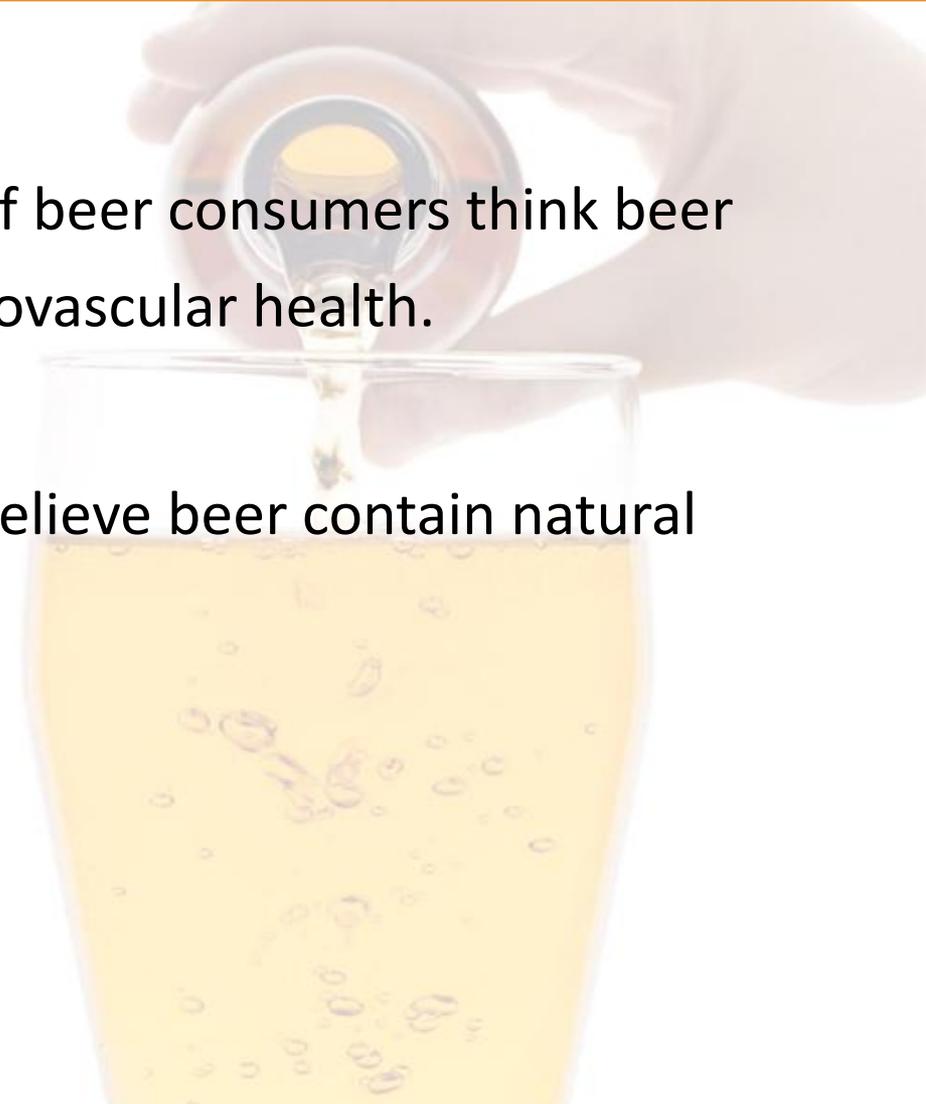
- Netherlands:
 - 35% of non-beer consumers do not consume beer because they think it makes them fat.
 - 85% of beer consumers think that beer contains a lot of calories.
- UK: 54% think beer is higher in calories than most other alcoholic drinks.
- Spain:
 - 59% of respondents think moderate beer consumption is not responsible of beer belly
 - 61 % think that beer makes them fat



Beer consumption is dangerous for elderly

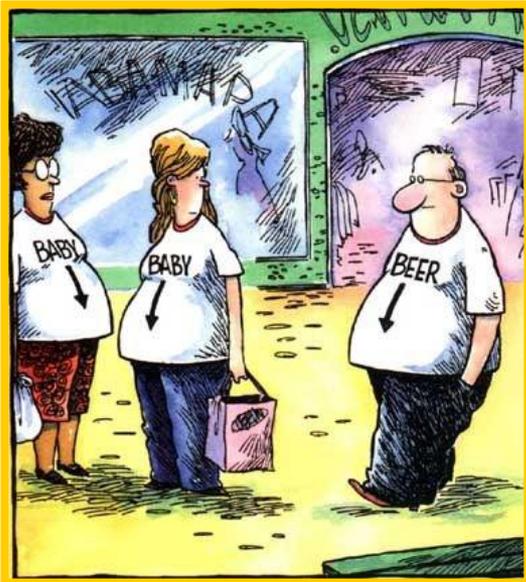


- Spain: 45% of beer consumers think beer improve cardiovascular health.
- Spain: 42% believe beer contain natural antioxidants.



Non-alcoholic beers

- Spain: 33% believe non-alcoholic beer is a good option for pregnant women.



Conclusions

- Persisting mis-perceptions on beer:
 - Bad for health
 - Wine is better
 - Lack of knowledge on the potential health benefits from moderate beer consumption
 - Happens across the EU (North, Central, South)

