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# BeerBoard Data Shows On-Premise Beer Volume Off 6% in 2024; Beyond Beer, NA Still Bright

In "a year of resilience and innovation," on-premise beer volume tracked by BeerBoard struggled, declining by about 6% in all, the co shared today. Both draft and packaged beer declined by that same mid-single-digit rate in this universe, a little softer than overall beer volumes. That doesn't mean the biz was down across the board tho. Modelo, Mich Ultra, Busch Light, Coors Light and Pacifico posted the biggest gains on draft.

And in packaged sales, beyond beer kept up strong growth, +69% in all driven by canned cocktails, up by over 120%. BeerBoard called out Surfside, High Noon, Happy Dad, Nutrl and White Claw as biggest beyond beer growth brands.

But look out for non-alcs. Packaged NA beer passed RTD cocktails by volume "and is catching up to hard seltzers," according to BeerBoard (including spirits-based entries like High Noon, Nutrl in hard seltzers). On traditional spirits side, whiskey volume dropped 6.7%, but hung onto top category at 24 share, while tequila grew 6.3% and passed vodka to hit 21.5 share.

Looking forward, "draft beer is a big priority of both suppliers and on-premise operators" this yr, co wrote, reminding that "fresh beer is a win-win for consumers and the overall industry." All eyes on efforts to build "a curated, focused assortment that maximizes velocity and revenue."

BeerBoard foresees more focus on big brands, pointing out that the 4 largest draft beer brands are collectively 2.5x bigger than the next 11 and 15x the volume of "the long tail." And "simplifying assortments around a select group of high-velocity brands means more consistent sales, fresher product, and an optimized guest experience," co wrote.