GUIDELINES 2025

www.hopsteiner.com

Introduction and Market Report

FOREWORD

We are pleased to present the 2025 Guidelines for Hop Buying, offering valuable insights into a market that is currently facing significant challenges. For several years, hop acreage has exceeded demand, and global beer consumption continues to decline. Since the 2022 harvest, acreage reductions have been implemented not only in U.S. growing regions but increasingly in Germany as well.
Despite these challenging conditions, we remain confident that difficult times can spark innovation and inspire creative solutions. Now more than ever, it is essential to address the evolving consumption habits of Generation Z, whose expectations regarding sustainability, individualism, and health-conscious choices will shape the market for years to come.
Our Guidelines aim to identify opportunities that enable market participants to act strategically and effectively. We are confident that the market will stabilize, and that next-generation varieties and new products will continue to advance environmental priorities and drive innovation. Together, these developments will help all industry players navigate this period of uncertainty into a successful future.
We are committed to actively shaping this future – with courage, foresight, and determination.

MARKET REPORT

The persistent weakness in the global hop market remained evident following the 2024 harvest. Spot market prices were well below production costs, and forward contract prices fell to levels last seen a decade ago. These unsustainable prices prompted further acreage reductions, including in Germany. Global acreage for the 2025 harvest declined nearly 5% to approximately 53,000 hectares, which is 10,500 hectares (–16%) below the peak level of 2021. Because of continued declines in beer consumption, 2025 crop spot prices were very low, which in turn put downward pressure on the future market. Clearly, the acreage reductions of winter 2024–25 were not enough. Additional reductions are expected ahead of the 2026 harvest.

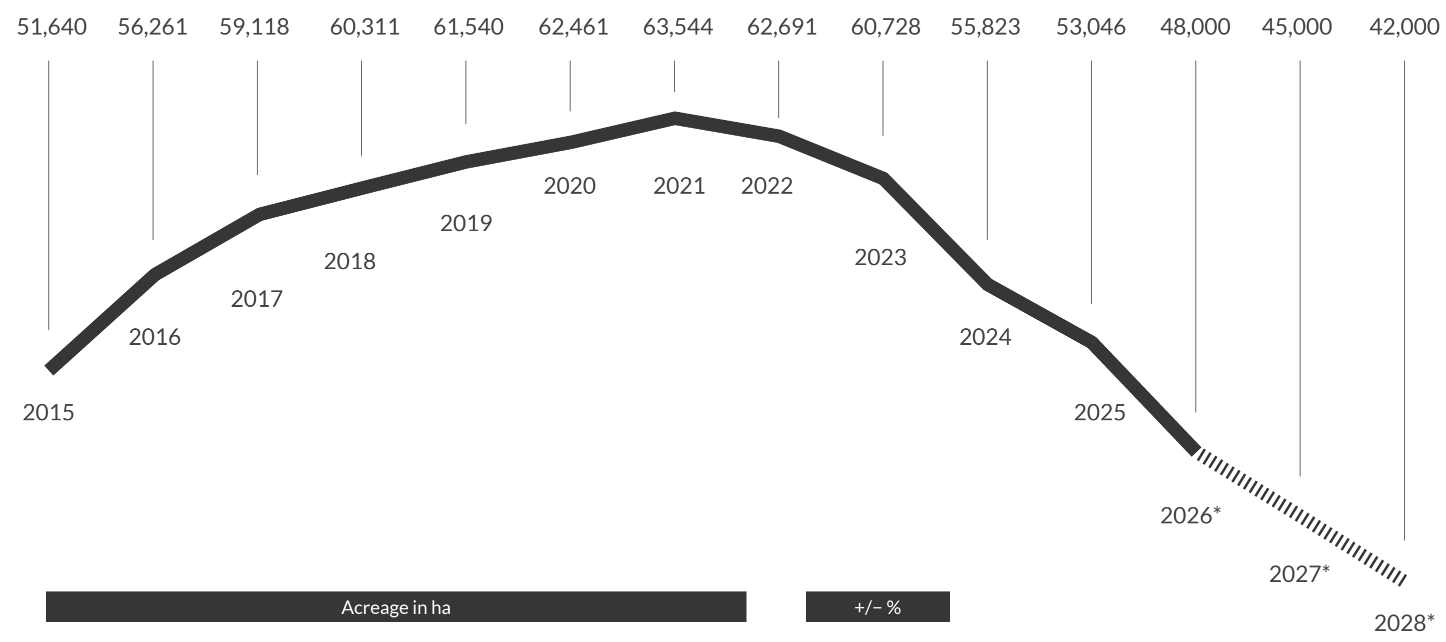
In Germany, the reduction of acreage has gained significant momentum. For the 2025 harvest, 1,327 hectares (–6.5%) were removed from production. The varieties most affected include Hallertauer Tradition, Perle, Hallertau Magnum and, for the first time, Herkules. This decline is reminiscent of 2012, when a similarly large acreage drop occurred. Although acreage has returned to near 2016 levels, it remains around 12% above the previous low point of 2013, prior to the craft beer boom that triggered a sharp expansion. Other European growing regions saw only minor adjustments for 2025 – in some cases despite inventories of unsold spot hops.The 2025 growing conditions in Europe were initially characterized by moderate temperatures and well below-average rainfall. Adequate precipitation did not occur until mid-July, ultimately resulting in a good harvest.

In the U.S., 1,135 hectares were removed from production in 2025 – consisting of high-alpha and aroma varieties. Water supply remained sufficient, although restrictions were imposed due to limited winter accumulation. Despite four consecutive years of acreage reductions, the overall market has not yet stabilized. Variety-specific adjustments and the return of beer consumption to growth remain critical market factors. Acreage reduction will reduce the supply of spot hops that create inventory and have no market upside. Given that there is also a reduction of forward contract volumes, it is more important than ever to reduce market speculation and avoid spot volumes taking on a large portion of the market. Future contracts are the hedge mechanism that allows all market participants to plan ahead, invest sensibly in their infrastructure, and focus on quality and sustainability. This is a clear choice when the alternative is to face unknown risks that have proven to have a much greater likelihood of a negative rather than positive outcome. In addition, the parallel priority needs to be shipping and invoicing the backlog of contracted but undelivered inventory.
Unfortunately, beer consumption declined again in 2025, with some countries recording decreases of 5–10%. According to forecasts, global beer sales are expected to decline by 3% in 2025. Conversely, the market for non-alcoholic beer continues to grow and now accounts for around 2% of the total market. Consumption has dropped due to inflationary trends that keep consumers from returning to pre-Covid spending patterns. In addition, aging populations and health consciousness have applied pressure on overall alcohol sales. Nevertheless, beer is "the beverage of moderation" and is better positioned than competing alcohol producers to meet these challenges.
The brewing industry is responding to inflation by increasing its efficiency in hop usage and developing alternative beverages, many of which do not contain hops. In the short term, therefore, the market remains challenging for hop producers; prices for overproduced varieties remain well below the cost of production. In addition, rising costs across the value chain, stricter regulatory requirements (such as advertising bans for beer and European taxes for CO_2 emissions), and geopolitical risks further constrain the potential growth of beer production. Hopsteiner's innovation in hop varieties and hop products can help brewers on the cost side while also ensuring that some inflation is accounted for in future pricing.
Acreage reduction is expected to accelerate as pre-contract quotas fall significantly from 2026 onwards. Growing hops without a contract is not recommended in the current market.
A silver lining to this cloud is that the weak market is a good opportunity for changing out varieties that no longer produce consistently for more sustainable, weather- and disease-resilient varieties.

Pascal Piroué, Executive Management

Hop Acreage

Total Hop Acreage in ha (2015–2028)



	Acreage in ha			+/– %
	2023	2024	2025	24/25
Europe	32,242	31,830	30,450	–4.3
Austria	263	270	270	0
Belgium	185	177	167	–5.6
Czechia	4,860	4,845	4,816	–0.6
England	555	536	484	–9.7
France	568	635	616	–3.0
Germany	20,629	20,289	18,962	–6.6
Elbe-Saale	1,563	1,532	1,379	–10.0
Hallertau	17,129	16,815	15,680	–6.8
Spalt	403	396	360	–9.1
Tettnang	1,517	1,528	1,526	–0.1
Other areas	18	17	17	0
Poland	1,728	1,571	1,581	+0.6
Romania	275	280	280	0
Russia	450	500	600	+20.0
Slovenia	1,675	1,644	1,603	–2.5
Spain	573	573	561	–2.1
Turkey	180	180	180	0
Ukraine	130	130	130	0
Other European countries[1]	171	200	200	0
USA	22,456	18,400	17,274	–6.1
Pacific Northwest	22,000	18,138	17,090	–5.8
Other regions	456	262	184	–29.8
Other countries	6,030	5,594	5,321	–4.9
Argentina	178	178	178	0
Australia	951	758	580	–23.5
Japan	106	106	106	0
New Zealand	1,400	1,135	916	–19.3
PRChina	2,567	2,550	2,674	+4.9
South Africa	408	404	404	0
Other states[2]	420	463	463	0
TOTAL	60,728	55,823	53,046	–5.0

[1] Belarus, Bulgaria, Croatia, Hungary, Italy, Portugal, Serbia/Montenegro, Slovakia, Switzerland
[2] Brazil, Canada, India

The reduction of hop cultivation areas is gaining momentum worldwide. Exceptions, in the sense of increased cultivation, can be found in Poland, Russia, and the PRChina.

Data source: IHGC

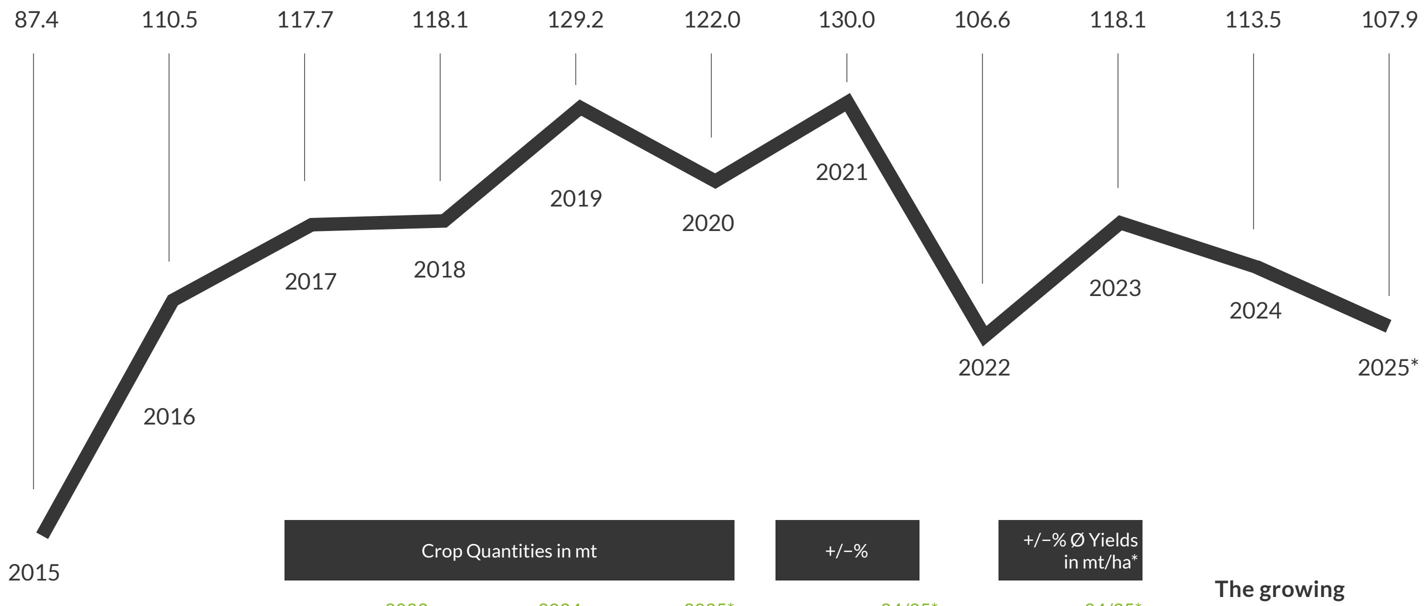
* Estimate

–5.0%

LESS
WORLD HOP ACREAGE
COMPARED TO 2024

Crop Quantities and Average Yield

Total Hop Crop in mt (2015–2025)



Crop Quantities in mt	2023	2024	2025*	+/–% 24/25*	+/–% Ø Yields in mt/ha* 24/25*
Europe	59,097	62,846	59,616	–5.1	–0.5
Austria	380	330	478	+44.8	+45.1
Belgium	309	266	246	–7.5	–2.0
Czechia	6,998	6,494	6,909	+6.4	+6.7
England	776	776	651	–16.1	–6.9
France	917	960	853	–11.1	–8.6
Germany	41,233	46,536	43,142	–7.3	–0.4
Elbe-Saale	3,056	2,569	2,505	–2.5	+8.3
Hallertau	34,949	40,302	37,250	–7.6	–0.8
Spalt	672	717	615	–24.2	–5.5
Tettnang	2,533	2,908	2,724	–6.3	–5.8
Other areas	23	40	47	+17.5	+18.0
Poland	3,505	2,953	2,770	–6.2	–6.9
Romania	225	208	200	–3.8	–4.1
Russia	500	500	550	+10.0	–8.0
Slovenia	2,735	2,245	2,345	+4.5	+6.6
Spain	843	963	861	–10.6	–8.9
Turkey	240	230	230	0	0
Ukraine	160	158	158	0	0
Other European countries¹	276	227	223	–1.8	–2.5
USA	47,306	39,608	36,830	–7.0	–0.9
Pacific Northwest	47,193	39,529	36,751	–7.0	+0.6
Other regions	113	79	79	0	+43.3
Other countries	11,732	11,025	11,494	+4.3	+7.1
Argentina	254	360	380	+5.6	+5.4
Australia	1,965	1,508	1.500	–0.5	+30.2
Japan	123	160	160	0	0
New Zealand	2,000	1,760	1,420	–19.3	0
PRChina	6,100	5,810	6,607	+13.7	+8.3
South Africa	740	682	682	0	0
Other states²	550	745	745	0	0
TOTAL	118,135	113,480	107,940	–4.9	0

¹ Belarus, Bulgaria, Croatia, Hungary, Italy, Portugal, Serbia/Montenegro, Slovakia, Switzerland
² Brazil, Canada, India

The growing conditions in Europe were initially characterized by moderate temperatures and well below-average rainfall. Adequate precipitation did not occur until mid-July, ultimately resulting in a good harvest.

Data source: IHGC

* Estimate

–4.9%

LESS WORLD HOP CROP COMPARED TO 2024

Hop Varieties and Propagation

Data for 2025 and compared to 2024

Aroma Hop Varieties	Acreage in ha	+/–%	Crop Quantities* in mt	+/–%	Availability
Germany	5,699	–13.3	11,120	–7.7	
Akoya	73	–9.9	188	–0.5	still available
Hallertauer	451	+6.1	622	–4.3	still available
Hallertauer Tradition	1,820	–19.4	3,658	–22.5	available
Hersbrucker	780	+1.7	1,423	–2.3	available
Perle	1,984	–18.6	4,061	–15.0	available
Saphir	205	–6.0	417	–13.3	limited availability
Spalter Select	386	–1.0	751	–2.6	still available
USA	8,119	+1.2	15,840	+1.27	
Amarillo®	845	+3.7	1,577	+9.6	still available
Cascade	1,070	–14.2	2,172	–15.4	available
Centennial	1,034	+2.6	1,658	–8.1	available
Chinook	482	–5.5	956	–3.8	available
Citra®	3,030	+10.5	5,438	+10.8	available
Mosaic®	1,428	–2.2	3,654	+3.2	available
Willamette	230	–5.0	385	–0.8	still available

High Alpha Hop Varieties	Acreage in ha	+/–%	Crop Quantities* in mt	+/–%	Availability
Germany	9,080	–0.7	24,286	–2.9	
Herkules	7,324	–1.1	20,781	–4.2	available
Magnum	833	–19.0	1,718	–17.1	available
Polaris	423	–0.2	933	+0.4	available
Titan	500	+79.2	854	+168.6	available
USA	3,156	–18.1	9,739	–13.4	
Apollo™	225	–48.5	721	–45.2	available
Bravo™	51	–19.0	151	–22.6	available
CTZ	2,013	–8.5	6,268	–3.1	available
Eureka!™	317	–14.1	958	–21.0	available
Helios™	550	–29.7	1,641	–19.9	available

● available ● still available ● limited availability

A silver lining to this cloud is the current market offering a good opportunity for changing out varieties that no longer produce consistently for more sustainable, weather- and disease-resilient varieties.

Data source: IHGC, USBA

* Estimate

Vegetative propagation is a strategically important component of Hopsteiner's innovation system – ensuring that genetic advancements from breeding are efficiently and securely transferred into commercial cultivation. The in-house propagation platform provides a reliable supply of high-quality, virus-free plants and enables the rapid scaling of new varieties. By focusing on elite selections from Hopsteiner's proprietary breeding program, the system creates a seamless bridge between R&D and production, with full process control and traceability.

Propagation follows a standardized, quality-assured workflow based on in-vitro culture and controlled growth environments. Rooted cuttings are developed within 10–14 days and field-ready plants within approximately six weeks. With a capacity of 120,000 plants per year, expandable to 180,000, the facility integrates LED-lit growth chambers, automated irrigation and fertilization, and mechanized potting systems. Internalizing propagation strengthens Hopsteiner's agility, biosecurity, and implementation speed – ensuring that new varieties reach growers faster, safer, and more sustainably.

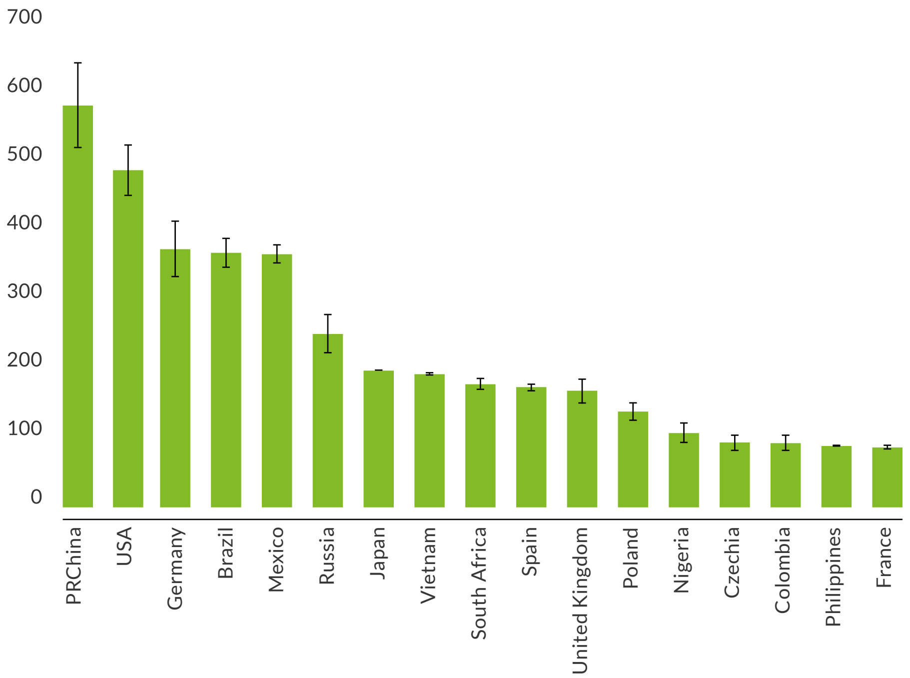
Advancing Hop Propagation for Scalable and Sustainable Variety Deployment

Hop Alpha Demand

Hop Alpha Acid Demand

	Beer Production Total (in Mio. hl)			Alpha Dosage Total (in g/hl)			Alpha Demand Total (in t)		
2023	1,857			4.7			8,675		
2024	1,863			4.6			8,542		
2025*	1,803			4.5			8,091		
	Mainstream (in Mio. hl)	US Craft (in Mio. hl)	Other Craft (in Mio. hl)	Mainstream (in g/hl)	US Craft (in g/hl)	Other Craft (in g/hl)	Mainstream (in t)	US Craft (in t)	Other Craft (in t)
2023	1,810	27.4	19.6	3.8	52.8	21.5	6,809	1,445	421
2024	1,818	26.3	19.0	3.7	53.6	21.3	6,734	1,403	405
2025*	1,759	25.2	18.3	3.6	54.5	21.1	6,332	1,372	387

mt Alpha Demand Mainstream per Country with Variance



Global alpha demand shows significant differences between countries. Major consumers such as China, the United States, Germany, and Brazil are also experiencing declines, similar to most large beer markets. Global beer sales fell by 3% in 2025.

Data source: Hopsteiner

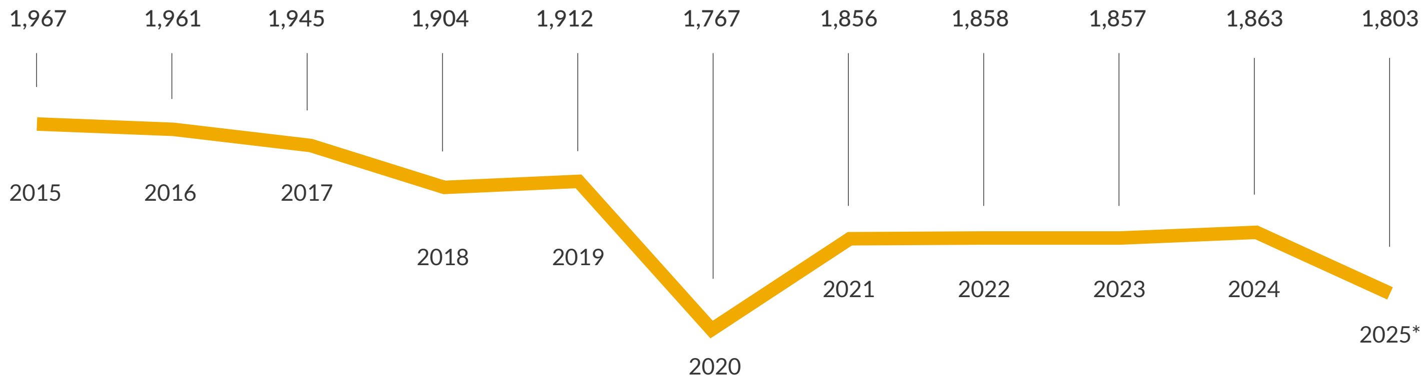
* Estimate

The hop market balance shows that the global supply of alpha acids continues to exceed demand. Despite declining acreage, production remains high due to stable yields. For 2025, global demand is estimated at around 8.1 thousand tons, while supply remains higher.

A key factor is the reduction in dosage in the mainstream segment, which significantly eases demand. In the craft segment, however, the opposite trend has persisted for years: higher dosages increase the alpha requirement per hectoliter and influence market dynamics in a lasting way. These developments shape the overall market structure and highlight the need for further adjustments along the value chain for all market participants worldwide today.

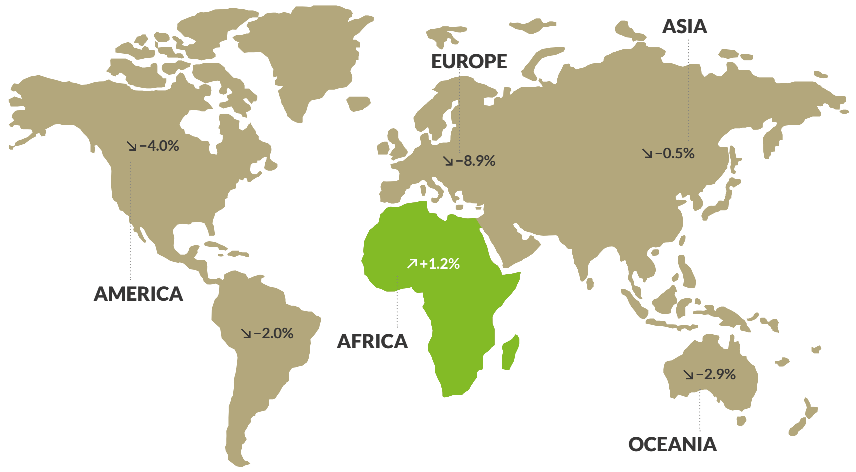
World Beer Production

Total Beer Production in hl (2015–2025)



Beer Production in Mio. hl Beer Production in Mio hl

	2023	2024	2025*	+/–% 24/25*
America	616.3	606.0	593.0	–2.2
USA	197.0	185.0	175.0	–5.4
Brazil	150.4	148.0	145.0	–2.0
Mexico	136.4	142.0	142.0	0
Columbia	25.8	26.0	26.2	+0.8
Other states	106.7	105.0	104.8	–0.2
Europe	501.5	515.0	469.0	–8.9
Russia	83.0	88.0	90.5	+2.8
Germany	84.0	82.5	73.0	–11.5
Spain	41.5	41.2	41.0	–0.5
United Kingdom	34.2	34.0	36.0	+5.9
Poland	37.0	34.6	34.0	–1.7
Other states	221.8	269.3	228.5	–15.2
Asia	563.1	560.0	557.0	–0.5
PRChina	355.0	352.0	349.0	–0.9
Japan	44.7	42.4	40.0	–5.7
Vietnam	36.0	34.0	36.0	+5.9
India	24.4	26.0	28.0	+7.7
Other states	103.0	105.6	104.0	–1.5
Africa	155.6	161.0	163.0	+1.2
South Africa	33.0	35.0	37.0	+5.7
Other states	122.6	126.0	126.0	0
Oceania	20.1	21.0	20.4	–2.9
TOTAL	1,857	1,863	1,803	–3.2



According to forecasts, global beer sales are expected to decline by 3% in 2025. Conversely, the market for non-alcoholic beer continues to grow and now accounts for around 2% of the total market.

Data source: Hopsteiner

* Estimate

Hopsteiner

USA
S.S. Steiner, Inc.
725 5th Avenue
New York, NY 10022
+1 212 838 8900
sales@hopsteiner.com

Germany
Simon H. Steiner, Hopfen, GmbH
Auhofstraße 18
84048 Mainburg
+49 8751 8605 0
info@hopsteiner.de

United Kingdom
Steiner Hops Ltd.
15A Henley Business Park
Pirbright Road
GU3 2DX Surrey
Normandy
+44 1992 572 331
enquiries@hopsteiner.co.uk

Spain
Hopsteiner España, S.A.
Plza J.F. de Arcenegui, s/n
24270 Villanueva de Carrizo
León, Spain
+34 987 357 015
hopsteinerspain@hopsteiner.es

PRChina
Steiner Hops (Zuhai) Co. Ltd
8 Haizhou Road,
1503 Jiuchang Bldlg.
519015 Zhuhai
+86 756 322 3340
info@hopsteiner.com.cn

Slovenia
Hopsteiner Si d.o.o.
Šlandrov trg 5
3310 Žalec
+386 03 710 0 520
info@hopsteiner.si

Czechia
Žatec Hop Company a.s.
Elišky Krásnohorské 1600
438 01 Žatec
+420 415 741 611
horavova@zhc.cz

France
Brewpark
6b rue des Terres
ZAC de la Croix-Blan
51420 Cernay-lès-Reims
+33 3 26 55 82 89
contact@brewpark.com

HOPS WEB SHOP
HOPSTEINER STORE