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Anheuser-Busch Says Michelob Ultra and Busch Light Captured Nearly 15% of U.S. Beer Sales

The company said the two brands reached that share by volume in the third quarter of 2026, citing Circana data without publishing full tables

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Anheuser-Busch said on Tuesday, November 17, that Michelob Ultra and Busch Light together accounted for nearly 15% of U.S. beer sales by volume in the third quarter of 2026, a sign of how much two of its domestic brands now weigh in the country’s beer market.

The figure came from Circana data cited by the company in a corporate statement carried by WebWire. Anheuser-Busch said the combined share refers to beer sales volume in the United States and reflects the performance of those two brands, not the company’s full American portfolio.

The statement described Michelob Ultra as the top beer brand in the country by volume sales. It also said Busch Light ranked second in growth of volume share. The company attributed its market claims to data from Circana and Nielsen, but it did not publish the full underlying tables with the announcement.

The nearly 15% figure offers a snapshot of how share is being distributed among individual brands in a market that remains central to the global brewing industry. For Anheuser-Busch, the number also highlights the role of two long-established U.S. labels in supporting its position with retailers and distributors.

At the same time, the release did not include the earlier market shares for Michelob Ultra or Busch Light, either separately or combined. Because of that, it is not possible to calculate quarter-over-quarter, year-over-year or year-to-date changes from the material the company released. The statement also did not specify the exact share to more decimal places or detail the coverage of the market panel behind the data.

That matters because a gain in market share does not by itself show whether the broader beer market expanded or contracted. A brand can increase its share even if total category volumes fall, as long as it declines less than rivals or grows while others weaken. Without the full dataset, the announcement shows relative position, but not the full direction of the overall market.

Anheuser-Busch is the U.S. subsidiary of AB InBev, the world’s largest brewer by production. BarthHaas, in its industry ranking published on June 17, put AB InBev’s 2025 output at 484.19 million hectoliters. AB InBev is based in Leuven, Belgium, while

Anheuser-Busch is based in St. Louis.

The company’s emphasis on Michelob Ultra and Busch Light is notable because the two brands appeal to different parts of the beer market. Michelob Ultra has built a large position in the light beer segment, while Busch Light has remained strong with value-focused drinkers and has shown resilience in many mainstream retail channels. By stressing the combined scale of the two labels, Anheuser-Busch is pointing investors, wholesalers and retailers to the concentration of sales power inside a pair of brands rather than across its entire lineup.

The statement did not include comparable figures for competing brands or brewers, and it did not say how much of the combined share came from each label. It also did not provide separate national and regional breakouts, leaving unanswered where the strongest gains were recorded or whether the brands’ performance was broad-based across the country.

Even with those limits, the disclosure points to the size of the foothold Michelob Ultra and Busch Light now hold in U.S. beer by volume. In a mature market where small changes in share can matter for shelf space, pricing and distribution, a combined level approaching 15% indicates that the two brands remain central to Anheuser-Busch’s strategy in the United States.