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Beer sales in British hospitality venues fell 2.8% in mid-November

The NielsenIQ tracker showed the annual decline narrowed from 6.2% a week earlier, signaling softer pressure before Christmas in managed venues

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Beer sales in British hospitality venues remained below year-earlier levels in the week ended November 14, but the rate of decline eased sharply from the previous reading, according to data published by NielsenIQ on November 20.

NielsenIQ’s Daily Drinks Tracker said beer sales by value in its Great Britain panel fell 2.8% from the same week in 2025. That was an improvement from the 6.2% year-over-year drop recorded for the week ended November 7.

The change means the annual rate of decline improved by 3.4 percentage points between the two weekly readings. It does not mean beer sales rose 3.4% from one week to the next. NielsenIQ did not publish the underlying revenue totals in pounds or any volume figures, so the absolute change in sales between the two weeks cannot be calculated from the data released.

The figures cover managed hospitality businesses operated by organized groups that are included in NielsenIQ’s tracking panel in Great Britain. That makes the data a useful signal for part of the market ahead of the Christmas trading season, but it does not represent all hospitality venues across Britain and does not describe the entire beer market.

The tracker measures sales in value terms, not the amount of beer sold. Because the release does not provide a breakdown for prices, inflation, product mix or beer styles, the figures do not show whether consumers bought more beer in physical terms or simply spent differently. The data also do not separate the effect of menu pricing from changes in customer demand.

Even with the improvement, the latest reading still shows that beer revenue in the tracked venues was lower than a year earlier. That suggests trading conditions remained weaker than in the comparable week of 2025, although the gap narrowed as operators moved closer to the year-end holiday period, when pubs, bars and restaurants typically look for stronger traffic and spending.

NielsenIQ described the figures as part of its own ongoing sales monitoring. No comparable cumulative beer total was provided in the release, which limits broader conclusions about how the category has performed over a longer stretch of autumn.

For operators and suppliers, the main message from the November 20 update was that pressure on beer sales in the tracked hospitality estate appeared to ease in mid-November, but not enough to return the category to growth. With the market still in negative territory and the coverage only partial, the data point to a softer decline

rather than a full turnaround.