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# EU beer exports to the United States fell 35% in value through September

The Commission’s data measured customs value rather than volume, leaving unclear whether prices or demand drove the decline

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The European Union earned 35% less from beer exports to the United States in the first nine months of 2026 than it did in the same period of 2025, according to a European Commission report published on Tuesday, November 24, using Eurostat data.

The decline refers to the customs value of the shipments, not the physical volume of beer sold. The Commission did not say how many liters were exported, and the report did not show whether the average price of the beer changed. In value terms, the data means that for every €100 worth of beer the EU sold to the U.S. market in January through September 2025, it sold €65 in the same months of 2026.

The figures come from a broader review of EU agri-food trade, where Brussels said exports to the United States were unusually strong in the first quarter of 2025. The Commission said one possible reason was that some orders were brought forward after the announcement of U.S. tariffs. But the report made that point about agri-food trade overall. It did not say tariffs were the reason for the decline in beer exports, and it did not estimate how much beer demand may have been shifted into earlier months.

The data also showed that the wider export category that includes beer, cider and other beverages continued to grow when all destinations were counted together. In that combined group, exports rose to €8.169 billion between January and September 2026, up from €8.079 billion in the same period of 2025. The Commission put the increase at €91 million, or 1%.

That broader increase does not show that brewers recovered in other foreign markets what they lost in the United States. The Commission’s table does not separate beer from cider and other beverages in the global totals, so it is not possible from this report alone to determine how each product performed outside the U.S. market.

The new figures mark a change from the direction seen in the previous annual comparison. Between full-year 2024 and full-year 2025, exports in the combined category of beer, cider and other beverages fell 3%, dropping from €10.836 billion to €10.509 billion.

On the import side, the decline continued. EU imports in the same beverage group had already slipped from €2.573 billion in 2024 to €2.550 billion in 2025. In the first nine months of 2026, purchases from suppliers outside the bloc fell another 4%, reaching €1.893 billion compared with €1.967 billion in January through September 2025.

As a result, the EU’s trade surplus in beer, cider and other beverages widened by the end of September. The surplus reached €6.276 billion, up from €6.111 billion a year earlier. Of the €165 million improvement, €91 million came from higher export revenue and €74 million came from lower spending on imports.

That means nearly half of the improvement in the trade balance came from reduced imports rather than stronger export growth. The report therefore points to a mixed picture for the sector: a sharp drop in the value of EU beer sales to the United States, modest growth in the broader beverage category worldwide, and a stronger trade surplus supported in large part by weaker imports.