

June 22, 2021

BeerBoard: Volume Continues to Grow, Open Rates Drop Slightly

Volume (+1%) and rate of sale (+0.4%) continued to grow this past weekend (June 17-20) compared to the prior two-week period, according to [the latest report](#) from on-premise draft sales data firm BeerBoard. This marks three consecutive periods of growth for volume and rate of sale since the weekend of May 20-23, 2021.

Seven of the 10 states measured in the report posted increases in rate of sale, led by Michigan (+33.6%), Minnesota (+14.5%) and Illinois (+12.7%). Compared to the same weekend in 2019, rate of sale was up +12.2% nationally. South Carolina (+125.8%) and Georgia (+113.5%) recorded the most growth, while Minnesota (-2.5%) and Nevada (-16.9%) declined year-over-year.

Volume was down -36% nationally compared to the same weekend in 2019, but continues to trend upward. Illinois (+18.9%) recorded the most growth last weekend compared to the prior period, followed by Georgia (9.9%) and South Carolina (7.4%). Texas (-6.1%) and Tennessee (-3%) were the only states to see negative trends.

Open rates (92%) dropped slightly compared to the last two weeks (93%), but remained at or above 90% for the 11th consecutive period.

The average number of taps across observed states remained at 19 for the third period in a row. Four states (Florida, Michigan, New York, and South Carolina) added one handle per location, while Illinois and Nevada dropped one handle each. Each state in the report continues to have 30-50% fewer taps than 2019, and -50% nationally.

The style share for both volume and taps remained relatively unchanged this period. The top five styles (light lager, lagers, IPA, Belgian wit/white ale, and wheat/hefeweizen) had one change, with wheat/hefeweizen replacing European ales in fifth place.