

— STATE OF THE —

HOMIE BREWW

— NATION —



2022 Report

There is plenty of data available around craft beer, but very little on the home brewing sector. This survey report will hopefully kick off an annual dig into home beer brewing in New Zealand and what makes up the elusive Home Brewer.

Home brewing has come a long way over the past few decades. The ingredients and equipment available to home brewers today are second to none, and everything that's available to craft breweries is available at the smaller home brew scale. And the rise in craft beer drinking has a direct impact on the popularity of home brewing.

This survey has been a while in the making too, with the project being shelved in 2016 and, due to various reasons, not picked up again until recently. The Covid impact has been a good one for the industry, receiving a boost of new customers and interest, making it a good time to get a state of play.

The aim is for this State of the Home Brew Nation survey to become an annual one. We hope to build on this each year, and to continue to share the results with the industry and all who are interested.

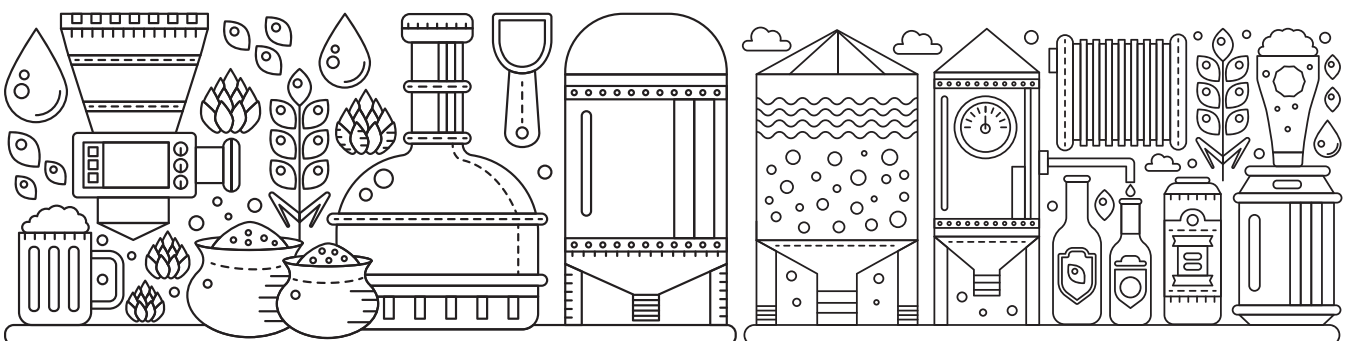
We get to see patterns and trends through our daily work at Brewshop, but we wanted to cast the net wider and start gaining a better insight into what home brewers across the nation are doing. There are the few vocal supporters and niche channels telling us some of this information, but this is a hobby done at home and there are a lot of 'closet' brewers out there!

We'd like to thank all **1268 respondents** for taking part in this survey, and contributing their insights into home brewing in New Zealand. We hope that over the years we can take a deeper dive into analysing the home brewing industry and share these with you.

Cheers,

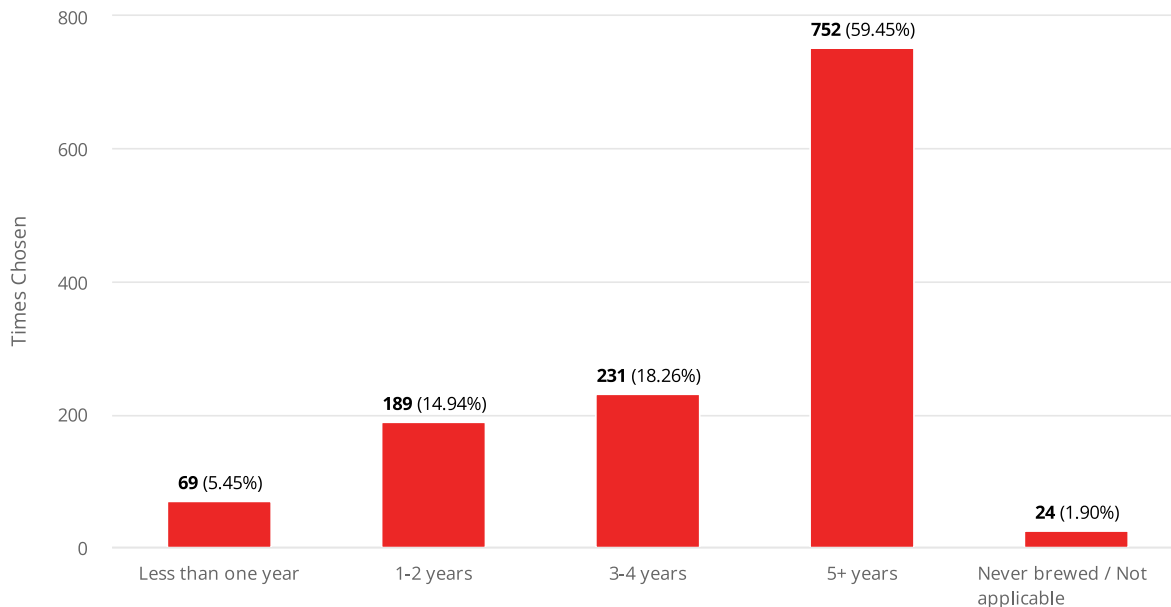
Peter Moorfield

Managing Director, Brewshop Limited



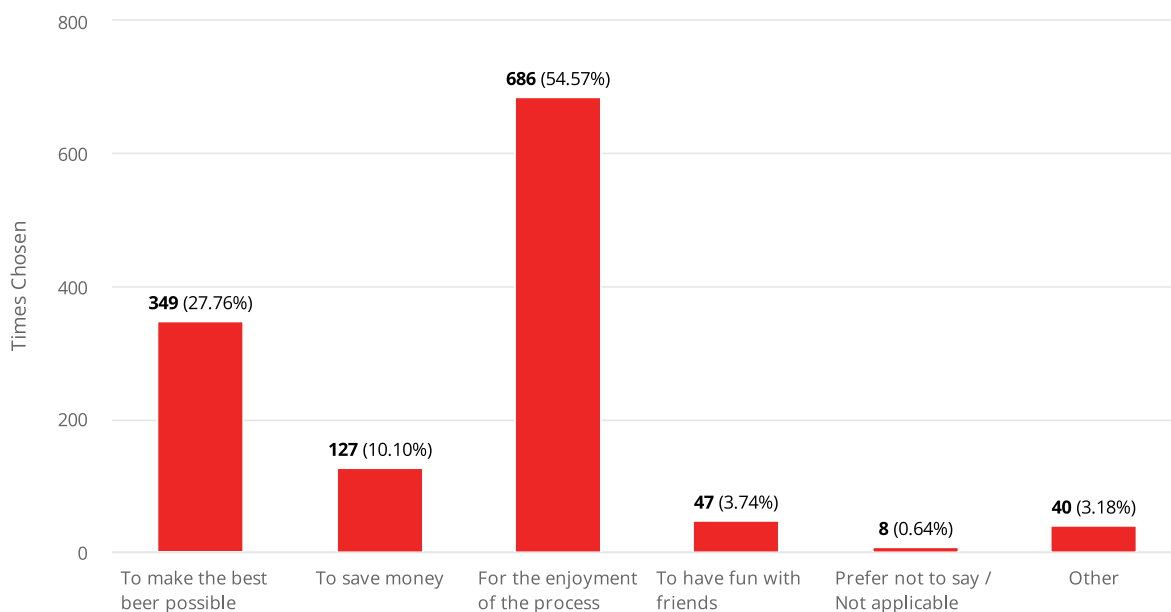
HOW LONG & WHY?

How long have you been home brewing beer?



Covid impact: While there will have been natural growth in the number of people home brewing, the arrival of the Covid-19 virus and lockdowns played a major part in the rise of home brewing. It is likely that the 20% of respondents who started brewing within the last two years did so in some way because of Covid. This is backed up by media articles such as [“Coronavirus: Homebrewing on rise during lockdown”](#) and [“Kiwis lap up home brews”](#).

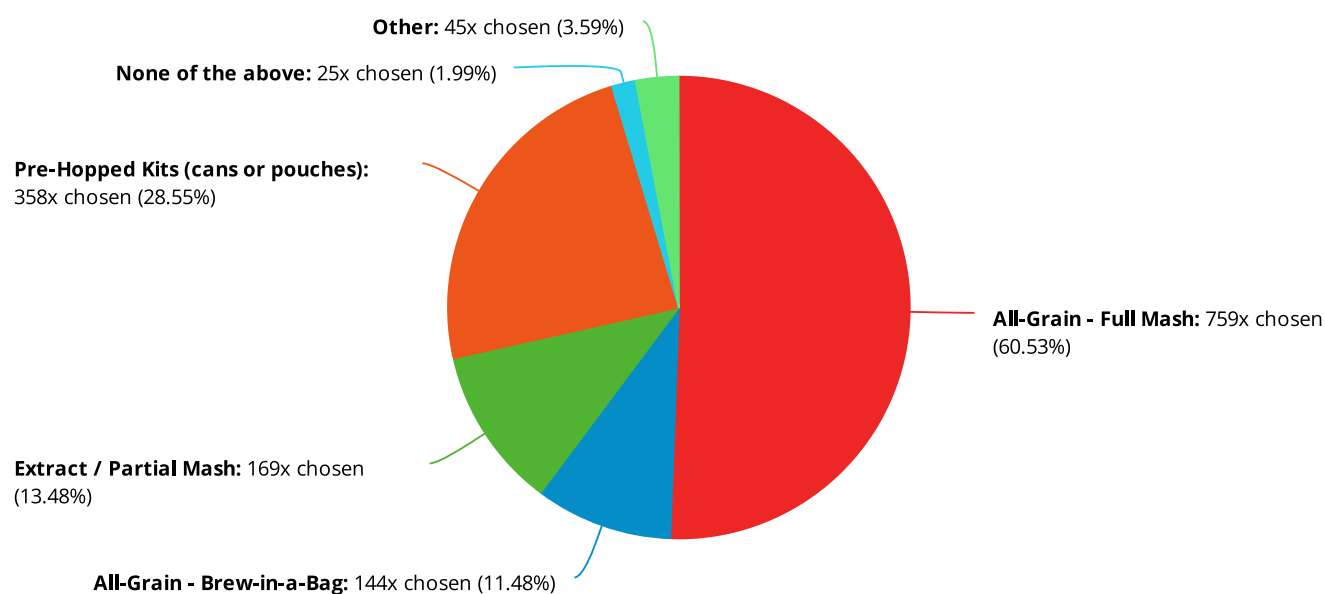
What is the primary reason you brew beer?



Anyone who has been involved in the industry over the decades will have undoubtedly noticed the massive increase in availability of ingredients and equipment for home brewing. Today it is possible to get everything that a craft or commercial brewery can but scaled to home brewing size. Coupled with the availability of brewing knowledge, it is now possible to make beer as good as, or better, than what's at your local craft beer store. Perhaps, back in the day, home brewing was a good way to save money. We often hear stories of "how my dad used to make it and it was disgusting", which has almost reversed. It is no surprise then, that saving money is no longer the primary motivator for home brew, but for the enjoyment of the process and to make great beer.

TYPES OF BEER BREWING

What type of beer brewing do you do?



All-Grain - Full Mash: Brewing with the raw materials such as malts and grains, and following the full brewing process of mashing, sparging, boiling and fermenting.

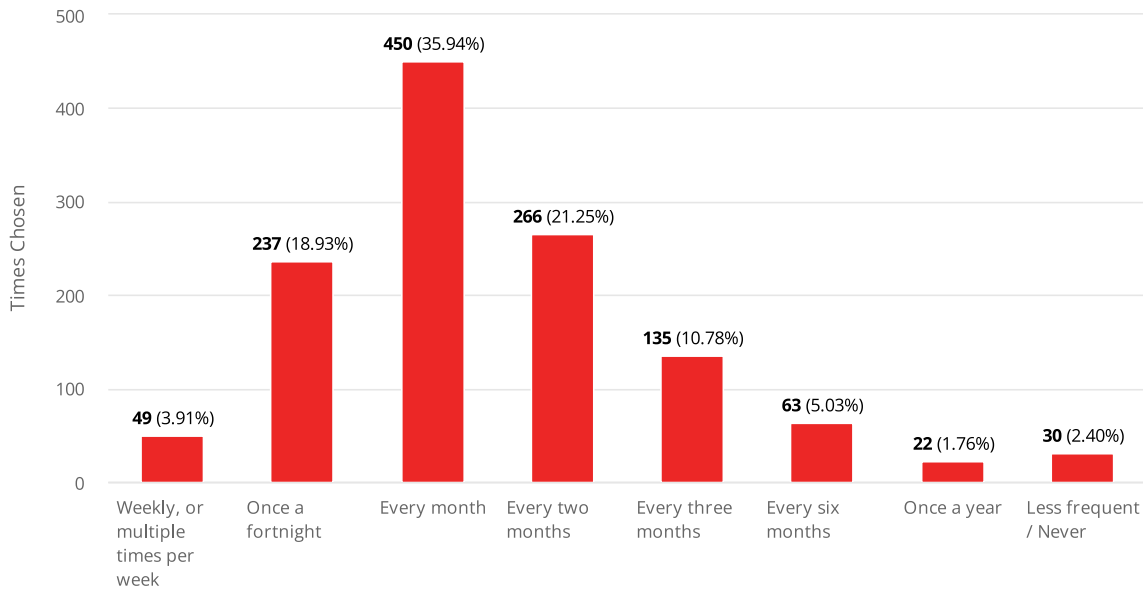
All-Grain - Brew-in-a-Bag: Following the all-grain method of brewing but using a bag instead of a mash tun for mashing, simplifying the amount of equipment required.

Extract / Partial Mash: Using unhopped, concentrated malt extract, in liquid or dry form, thereby skipping the mashing stage of the brewing process, and optionally steeping or mashing a small amount of grains to add to the brew.

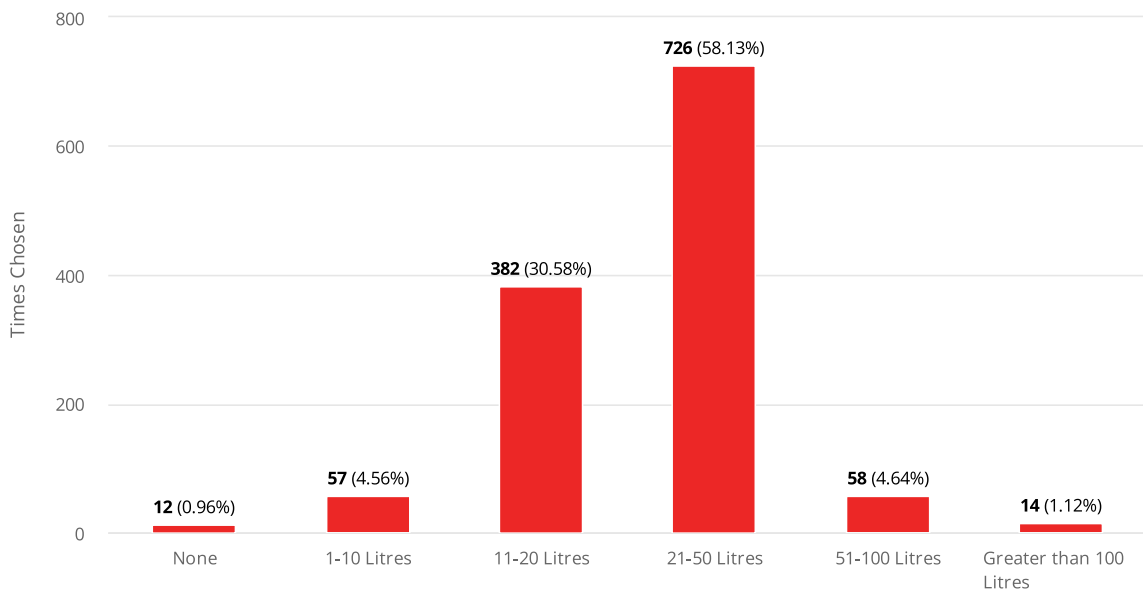
Pre-Hopped Kits (cans or pouches): Using concentrated malt extract that has also been hopped, allowing the brewer to skip the mashing and boiling stages of the brewing process.

FREQUENCY & VOLUME

How often do you home brew beer on average?



Approximately what volume of beer do you brew for each batch?



For the majority, the brewing volume has stayed the same (53%), while 24% increased the amount, and 20% decreased. Looking at a correlation between frequency and volume, the average number of litres home brewed each year: **400 Litres per home brewer**

BEER STYLES

Rank the beer styles you typically brew in order of volume

Rank	Choice	Distribution	Score	Times Ranked
1.	India Pale Ale (IPA)		4135	940
2.	Pale Ale & Hazy		4010	897
3.	Lager / Pilsner		3188	864
4.	Porter & Stout		2760	808
5.	Amber Ale		1891	509
6.	Red Ale		1624	471
7.	Belgian Ale		1579	416
8.	Brown Ale		1532	447
9.	Wheat Beer		1346	461
10.	Sour		995	334

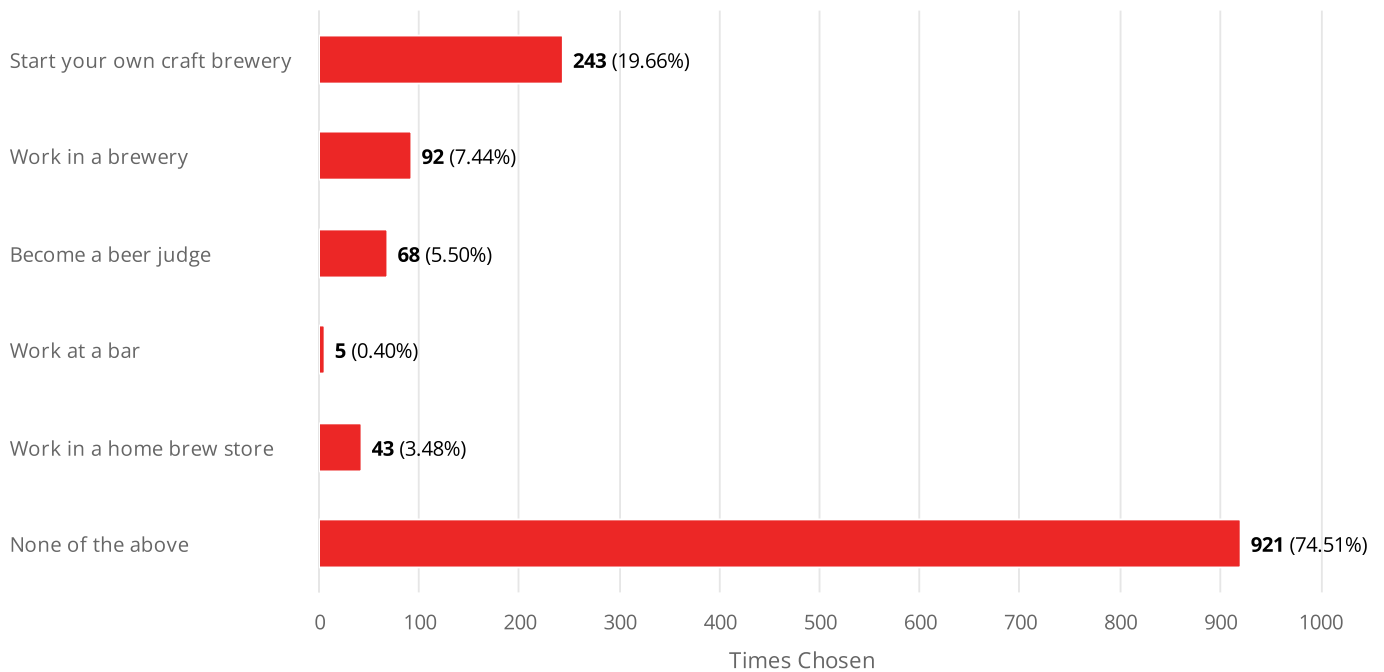
Lowest Highest

“The survey results, in a general sense, mirror the popularity of styles across the craft beer market. Hazy and pale beers are still dominant and, from my own personal point of view, it's good to see stouts higher up the list.”

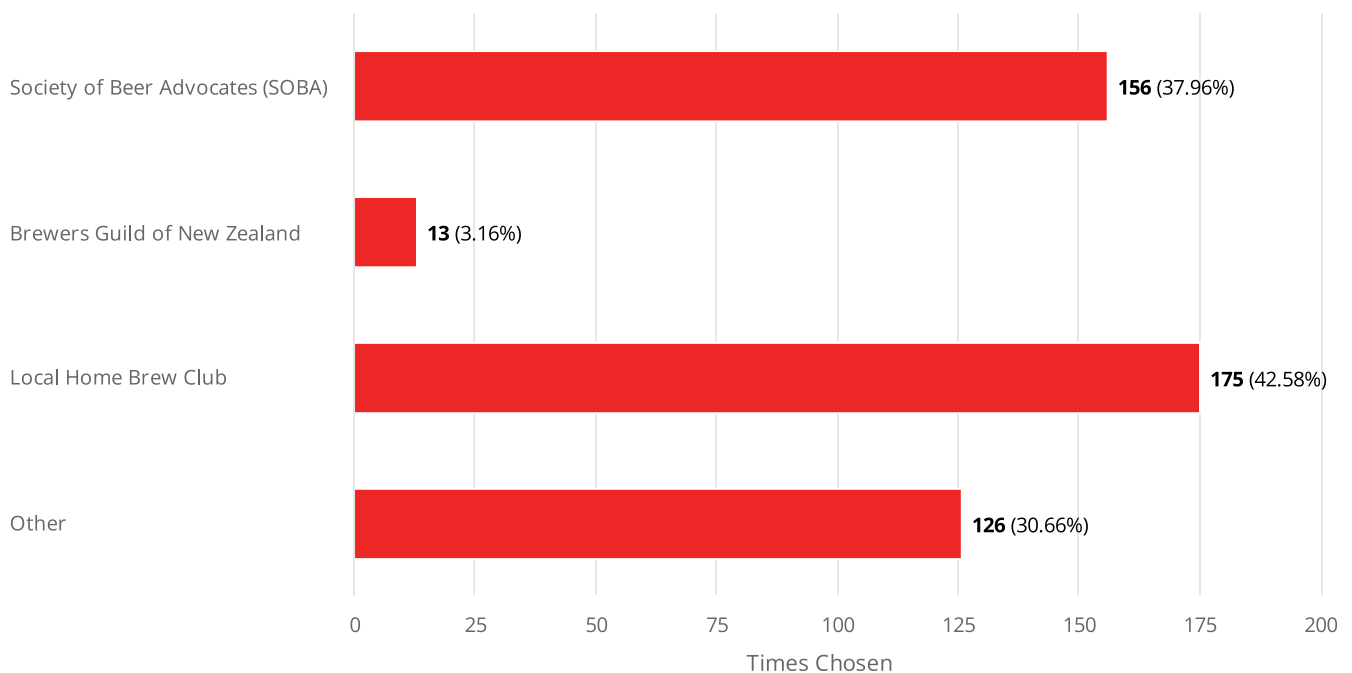
– Chris Noye @ Noisy Brewing Co.

ASPIRATIONS & MEMBERSHIPS

What are your long-term brewing aspirations?



Are you a current member of any of the following organisations?



SPENDING & EVENTS

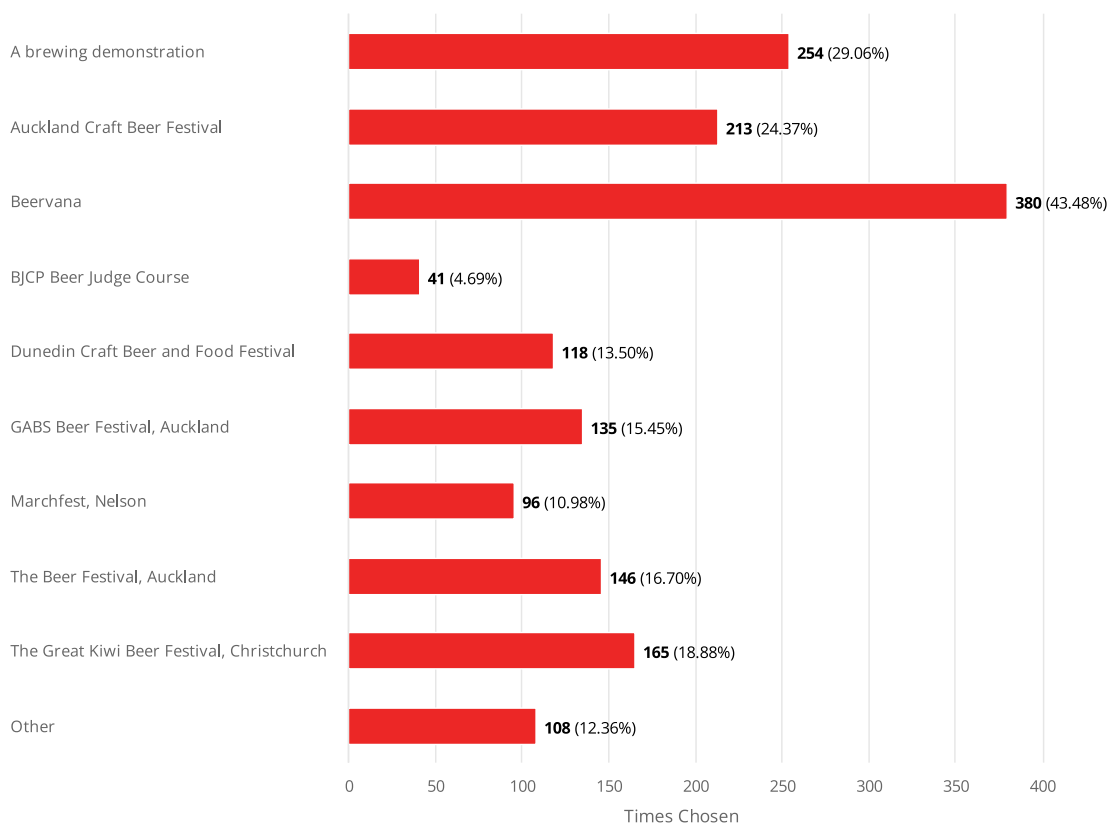
Spending

The average amount spent on craft beer (excluding home brew): **\$173 per month**

“Based on some highly scientific calculations which I then threw out and used handwaving and what data I can find, I think \$173 works out to around 14 cans. The same highly detailed calculations show me that the equivalent US citizen in Delaware (don't ask, it was a data thing) would buy around 24 cans. Without getting into the morality of encouraging more alcohol consumption, I do think our American cousins in the homebrewing field are a little more exploratory in their drinking, hence the difference.”

– Greig McGill @ Brewaucracy Brewery

Do you think you will attend any of the following brewing related events in the next 12 months?



Beervana takes out the top spot in terms for attending a brewing related event in the next 12 months. No real surprises there, with it being perhaps the largest and most iconic festival on the calendar. Interestingly, there were plenty of suggestions for other events not included in the options, giving a wider perspective on the beer and brewing related calendar.

DEMOGRAPHICS

Meet your typical home brewer (based on these stats)!

Is a:

Male (96%)

Female (3%)

Prefer not to say (1%)

Earns (per year):

\$100-\$150k (27%)

\$75-\$99k (21%)

\$50-\$75k (17%)

\$151k+ (12%)

\$0-\$50k (11%)

Lives in:

Auckland (22%)

Waikato (14%)

Canterbury (13%)

Wellington (13%)

Bay of Plenty (7%)

Otago (7%)

Works in:

Engineering (13%)

IT (12%)

Construction (6%)

Management (6%)

Government (5%)

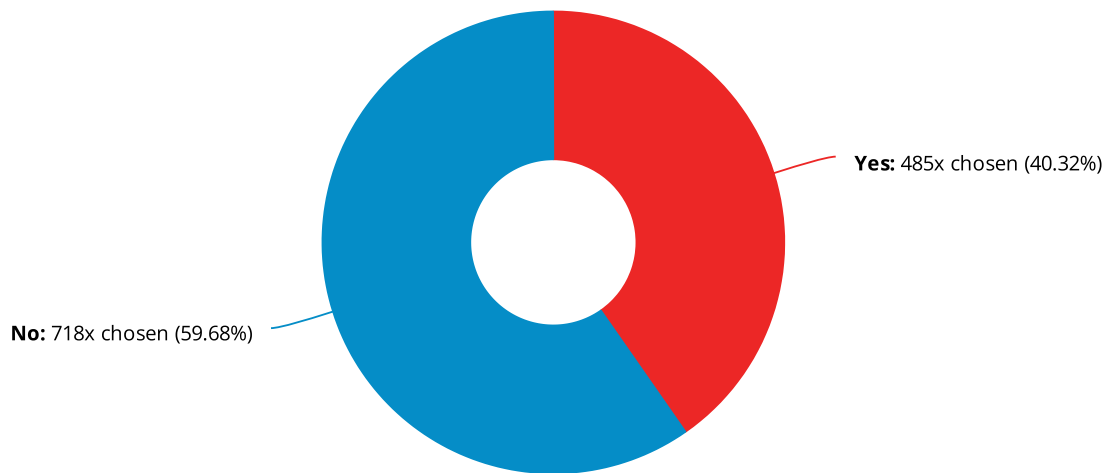
Education (4%)

Manufacturing (4%)

Health Care (3%)

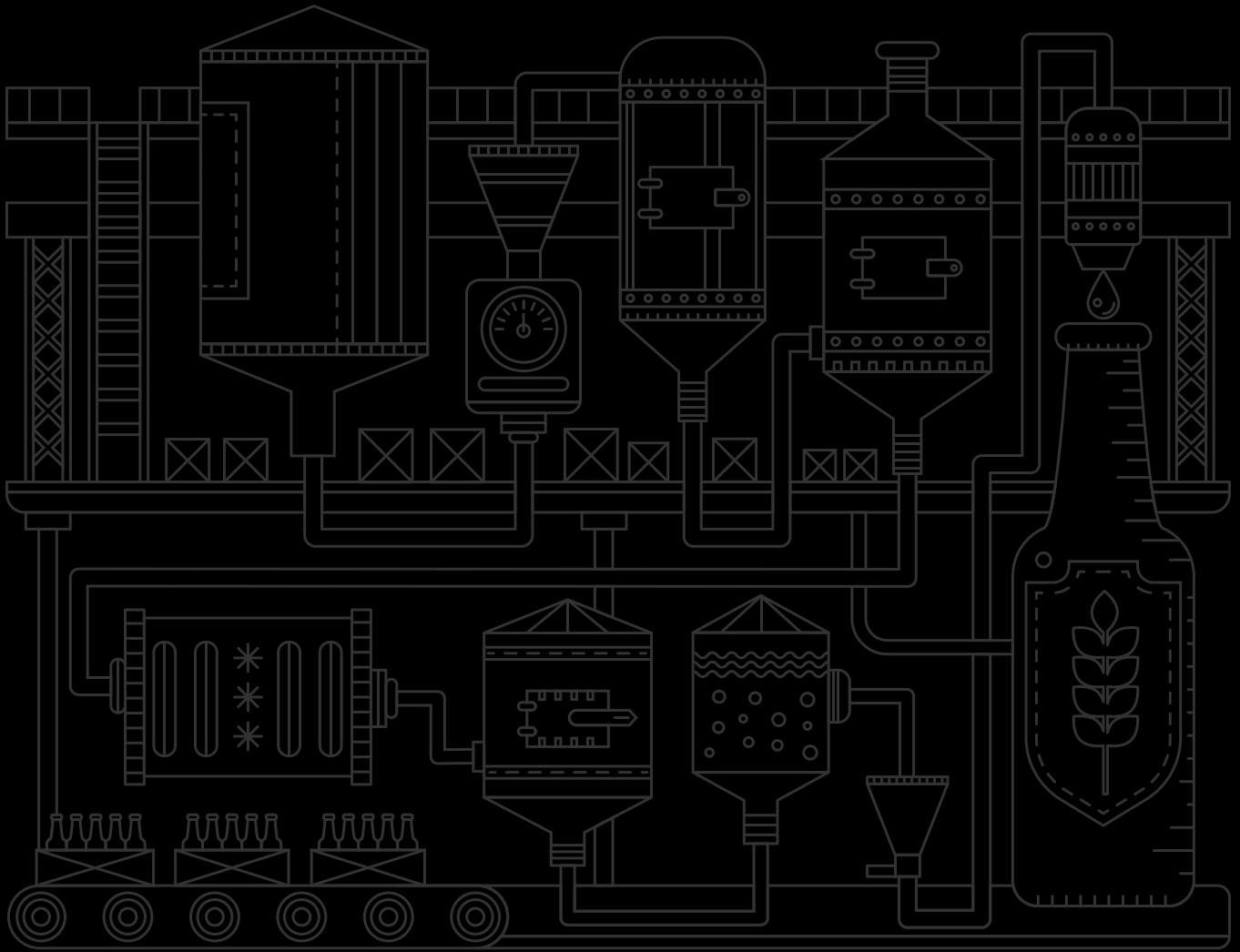


BEARD OR NO BEARD



Do you have a beard?

You may not need a beard to be a brewer, but you wouldn't be out of place if you had one, with 40% of respondents saying they do. Why? Could it be that shaving takes time away from brewing or drinking, or is it to culture yeast within the beard that could be used for fermentation!



About Brewshop

Online Retail | Wholesale | Craft Breweries

Brewshop is New Zealand's leading beer brewing ingredients and equipment retailer. Dedicated to beer, they supply home brewers, craft breweries and retail partners nationwide with product brands such as Ss Brewtech, Krome, Kegland, Hop Revolution, and Gladfield Malt.



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