

# TOP best-selling beers in the world

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When it comes to the world's best-selling beer, most people think of Budweiser, Heineken, or maybe Corona. But global beer rankings are often very different from what's being poured at your local bar. The world's best-selling beer brands reflect local preferences, population density, and large brewers with global reach.

## **Snow Beer (China)**

You may not have seen it in your local grocery store, but Snow Beer is the world's best-selling beer by volume.

Sold primarily in China, the brand is produced by China Resources Beer, which took full ownership in 2016. Its huge sales come from its large population and dominance in domestic retail channels.

## **Tsingtao Beer (China)**

Tsingtao is another major Chinese beer brand that is popular with both domestic and international consumers. Its global distribution and premium branding help it maintain its position among the most popular beer brands.



## **Budweiser (Global)**

Billed as the 'King of Beers,' Budweiser is recognized worldwide and has strong sales in the United States and abroad. It has long held the top spot and remains one of Anheuser-Busch's flagship products.

Even as new brands emerge, Budweiser shows staying power.

## **Bud Light (USA)**

Despite recent backlash, Bud Light remains one of the most popular beers in the United States. Known as the official beer sponsor of the NFL, Bud Light has a significant following in bars and restaurants.

Anheuser-Busch continues to push Bud Light with fresh marketing strategies aimed at loyal beer lovers.

## **Heineken (Global)**

Heineken is a premium European beer brand with a global reach. Famous for its green bottle and bitter aftertaste, it is one of the most recognized beer brands in the world. Heineken is a regular presence at global sporting events and major festivals.



## **Harbin Beer (China)**

Harbin is one of China's oldest breweries and continues to sell large volumes. Like Snow and Tsingtao, the size of its domestic market has helped Harbin beer rise to the top of the global market. It is little known outside Asia but remains among the world's top beer brands.

## **Corona (Global)**

Corona has become a staple in the global beer market. With its strong branding and beach-friendly image, it appeals to those who enjoy a light, refreshing beer. Corona is particularly popular in Latin America and the United States, and continues to expand.

## **Modelo Especial (USA)**

Modelo Especial became the best-selling beer in the United States in mid-2023 after surpassing Bud Light. However, Michelob Ultra rose to the No. 1 spot by 2025.

Analysts note that Modelo Especial's strong growth is driven by its popularity among young people.

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