

Press Release dated 11 June 2026: Germany Continues to Lose Hop Acreage

Wolnzach, 11 June 2026

The crisis in the hop market continues: hop growers are grubbing up hop fields or leaving the industry altogether.

Germany is the world's largest hop producer. More than one-third of global hop production takes place in Germany, followed by the United States with a slightly smaller share and Czechia with just under 10% of the world's hop acreage. Traditionally, these major hop-producing nations supply the global brewing industry with the indispensable raw material hops. A significant proportion of the hops produced are exported. Nearly all hops are used for beer production, while other applications and marketing channels remain marginal.

The mood in the hop market is currently poor. The high demand for hops seen in recent years has declined. Beer consumption has been decreasing worldwide for years, resulting in lower demand for hops. The consequences are an oversupply of hops, high inventory levels, and low hop prices. In some cases, hop growers are forced to sell their hops below production costs, causing economic hardship. As a result, hop acreage is declining as unprofitable business operations are discontinued.

Hop acreage in Germany, the world market leader, is also shrinking. Between 2023 and 2025, almost 10% of Germany's hop acreage disappeared. This trend is continuing. In its latest acreage survey, the German Hop Growers Association, based in Wolnzach in the Hallertau region, reports a further decline in hop acreage in Germany. According to the survey, hop acreage has decreased by an additional **5,81 %**, or **1.101,01 hectares**, meaning that hops are expected to be cultivated on a total of **17.860,94 hectares** in Germany in 2026.

As in previous years, the most significant acreage losses have occurred in the Perle, Hallertauer Tradition, and Hallertauer Magnum varieties. With a combined reduction of **914,79 hectares**, these three varieties account for the majority of the total acreage decline of **1.101,01 hectares**. The oversupply of aroma hops has made production cuts necessary for several years, particularly for Perle and Hallertauer Tradition.

However, hop growers are becoming increasingly concerned because an oversupply is now also threatening the bitter hop segment. The acreage reduction of Hallertauer Magnum seen so far does not appear to be providing sufficient market relief. There are concerns that the main bitter hop variety, Herkules, may also need to be partially grubbed up. Growing competition from American bitter hop varieties is further aggravating the market situation.

Germany is not only losing hop acreage but also hop-growing farms. The predominantly family-run farms have been declining in number for years. Compared to the previous year, **62** hop growers have ceased hop production entirely, leaving a total of **904** hop-growing farms in Germany in 2026.

Further details on the development of individual hop varieties can be found in the attached table.

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