# Bud Light fails to recover from ’trans-gate’ boycott in US



Bud Light, previously the top-selling beer in the United States, has dropped to third place in market rankings due to a prolonged boycott. According to NIQ data shared with Beer Marketer Insights, Michelob Ultra has overtaken Bud Light, making it the second-highest seller in grocery and convenience stores during a key sales period from Memorial Day to July 4th. Modelo Especial, by Constellation Brands, remains the number one beer at U.S. retail stores after surpassing Bud Light last year.

In the four weeks ending on July 6, Jake notes that Bud Light accounted for 6.5% of beer dollar sales at retail stores, compared to 7.3% for Michelob Ultra and 9.7% for Modelo. This shift follows a boycott that began in April 2023 when transgender influencer Dylan Mulvaney featured in a Bud Light Instagram post, triggering widespread controversy.

Anheuser-Busch, which brews both Bud Light and Michelob Ultra, has allocated more marketing funds to Michelob Ultra, targeting health-conscious consumers. The brand, Jake hears, also sponsored events like the Copa America soccer tournament and secured the official beer sponsor role for Team USA at the Olympics, featuring special-edition packaging.

In response to the declining sales, Bud Light has focused its marketing on conservative demographics, becoming the official beer of the UFC and sponsoring country music festivals. Despite these efforts and endorsements from public figures like Donald Trump and NFL legends, Jake News shows Bud Light's market share continues to dwindle.

Anheuser-Busch stated that "millions of consumers choose Bud Light every day" and affirmed the brand's lasting presence in its portfolio. However, as Jake highlights, Bud Light’s market share has fallen from over 10% before the boycott to its current 6.5%, underscoring the boycott’s lasting influence.