

## **Beer in Singapore**

Market Direction | 2022-07-07 | 33 pages | Euromonitor

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### **Report description:**

There was an increase in beer consumption in 2021 when Singapore was hit hard by a wave of virus cases. One of the reasons behind this development was the pandemic's impact on drinking habits, with consumers drinking alcohol to cope with the tedium and stress during an unstable period. Strict measures in place to control the spread of COVID-19 included a ban on large gatherings, while pubs and bars were closed or only permitted to operate for a shorter duration. Therefore, local consumers switch...

Euromonitor International's Beer in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Beer market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Channel distribution shifts to off-trade at height of pandemic

Leading players compete with creative solutions and innovation

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Non-alcoholic beer to become increasingly relevant in the future

Craft beer is slowly growing and has the potential for further development

Easing of restrictions could lead to stronger early recovery for on-trade

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