

Alcoholic Drinks in Cambodia

Market Direction | 2022-07-13 | 47 pages | Euromonitor

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Report description:

Alcoholic drinks was negatively impacted by the COVID-19 pandemic in 2020 due to the closure of establishments that sell alcoholic beverages and food. While some consumption did shift to the off-trade, this was not enough to prevent total destruction for the industry overall. In 2021, the situation has begun to improve in line with the economy reopening and tourists returning. However, it will take some time for a full recovery to be seen.

Euromonitor International's Alcoholic Drinks in Cambodia 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

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