

## **Alcoholic Drinks in Cambodia**

Market Direction | 2024-06-19 | 48 pages | Euromonitor

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### **Report description:**

In 2023, Cambodia's alcoholic drinks industry, particularly beer, has been thriving amidst a growing economy. Beer remains a favourite among Cambodians, with both local and international brands enjoying widespread popularity. Consumers spent around USD2.3 billion on beer in 2023. Meanwhile, the country's GDP grew by 5%, supported by stable domestic politics, tourism recovery, increased investments, beneficial free trade agreements, and a robust banking system. Alcoholic drinks is expected to gro...

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 (2019-2023), 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 2028 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.

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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