

## **Alcoholic Drinks in Sri Lanka**

Market Direction | 2024-06-27 | 48 pages | Euromonitor

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### **Report description:**

In 2023, alcoholic drinks in Sri Lanka is facing significant challenges due to stringent regulations, high tariffs, and economic issues. Despite these hurdles, Lion Beer has maintained a dominance of 94% market share, although it experienced a decline in overall sales. Increased beer prices and shifting consumer preferences have contributed to this downturn. Political and economic factors, including inflation and rising import duties, further disrupted the industry, leading to a trend towards mo...

Euromonitor International's Alcoholic Drinks in Sri Lanka 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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## Table of Contents:

Alcoholic Drinks in Sri Lanka  
Euromonitor International  
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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN SRI LANKA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Legislation

Taxation and duty levies

What next for alcoholic drinks?

##### MARKET DATA

Table 1 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 2 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 9 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 10 □Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2018-2023

Table 11 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 12 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 14 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

##### DISCLAIMER

##### BEER

2023 Developments

Prospects and Opportunities

Category Data

Table 16 □Sales of Beer by Category: Total Volume 2018-2023

Table 17 □Sales of Beer by Category: Total Value 2018-2023

Table 18 □Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 19 □Sales of Beer by Category: % Total Value Growth 2018-2023

Table 20 □Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 21 □Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 22 □Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 23 □Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 24 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 25 □NBO Company Shares of Beer: % Total Volume 2019-2023

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Table 26 □LBN Brand Shares of Beer: % Total Volume 2020-2023  
Table 27 □Forecast Sales of Beer by Category: Total Volume 2023-2028  
Table 28 □Forecast Sales of Beer by Category: Total Value 2023-2028  
Table 29 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028  
Table 30 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

#### WINE

Table 31 □Sales of Wine by Category: Total Volume 2018-2023  
Table 32 □Sales of Wine by Category: Total Value 2018-2023  
Table 33 □Sales of Wine by Category: % Total Volume Growth 2018-2023  
Table 34 □Sales of Wine by Category: % Total Value Growth 2018-2023  
Table 35 □Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2018-2023  
Table 36 □Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2018-2023  
Table 37 □Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 38 □Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 39 □Forecast Sales of Wine by Category: Total Volume 2023-2028  
Table 40 □Forecast Sales of Wine by Category: Total Value 2023-2028  
Table 41 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028  
Table 42 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

#### SPIRITS

Table 43 □Sales of Spirits by Category: Total Volume 2018-2023  
Table 44 □Sales of Spirits by Category: Total Value 2018-2023  
Table 45 □Sales of Spirits by Category: % Total Volume Growth 2018-2023  
Table 46 □Sales of Spirits by Category: % Total Value Growth 2018-2023  
Table 47 □Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2018-2023  
Table 48 □Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2018-2023  
Table 49 □Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 50 □Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 51 □GBO Company Shares of Spirits: % Total Volume 2019-2023  
Table 52 □NBO Company Shares of Spirits: % Total Volume 2019-2023  
Table 53 □LBN Brand Shares of Spirits: % Total Volume 2020-2023  
Table 54 □Forecast Sales of Spirits by Category: Total Volume 2023-2028  
Table 55 □Forecast Sales of Spirits by Category: Total Value 2023-2028  
Table 56 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028  
Table 57 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

#### CIDER/PERRY

Table 58 □Sales of Cider/Perry: Total Volume 2018-2023  
Table 59 □Sales of Cider/Perry: Total Value 2018-2023  
Table 60 □Sales of Cider/Perry: % Total Volume Growth 2018-2023  
Table 61 □Sales of Cider/Perry: % Total Value Growth 2018-2023  
Table 62 □Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023  
Table 63 □Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023  
Table 64 □Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 65 □Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 66 □GBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
Table 67 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
Table 68 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023  
Table 69 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

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Table 70 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 71 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 72 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

#### RTDS

Table 73 □Sales of RTDs by Category: Total Volume 2018-2023

Table 74 □Sales of RTDs by Category: Total Value 2018-2023

Table 75 □Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 76 □Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 77 □Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 78 □Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 79 □Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 80 □Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 81 □GBO Company Shares of RTDS: % Total Volume 2019-2023

Table 82 □NBO Company Shares of RTDS: % Total Volume 2019-2023

Table 83 □LBN Brand Shares of RTDS: % Total Volume 2020-2023

Table 84 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 85 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 86 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 87 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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