

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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