

Alcoholic Drinks in Singapore

Market Direction | 2024-07-25 | 81 pages | Euromonitor

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Report description:

In 2023, alcoholic drinks in Singapore saw a slight decline in total volume sales. This was mainly due to weaker consumer sentiment amidst the higher cost of living, which dampened spending as consumers became increasingly value-driven in their purchasing decisions, which led to less discretionary spending on alcoholic drinks. Most alcoholic drinks categories experienced fairly static or negative performances in total volume terms, apart from RTDs. Meanwhile, in all categories except for wine, s...

Euromonitor International's Alcoholic Drinks 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 (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.

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RTDs sees slower volume growth amidst tough environment for alcoholic drinks

Healthier variants of RTDs launched to appeal to a wider range of consumers

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