

Wine in Singapore

Market Direction | 2024-07-25 | 37 pages | Euromonitor

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Report description:

In 2023, wine in Singapore experienced a slight decline in total volume sales following the strong growth rates seen in 2021 and 2022. This trend mirrors that of many alcoholic drinks categories, influenced by the rising cost of living, which made consumers more budget-conscious, as well as the health and wellness trend encouraging moderation in alcohol consumption. Volume declines were seen both on-trade and off-trade. However, despite turning to decline, off-trade volume sales remained far hig...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN SINGAPORE

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Rice wine expected to appeal with more product innovations

Premiumisation of wine from modern wine producing regions

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Growth in sparkling wine will continue to be driven by premiumisation

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