

Cider/Perry in Singapore

June 2023

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Cider/Perry in Singapore - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite the relaxation of restrictions, on-trade consumption of cider/perry fails to rebound
Greater product variety drives interest

PROSPECTS AND OPPORTUNITIES

Cider/perry to become lighter in ABV and calorie content
Competition from RTDs may stifle growth of cider/perry in the forecast period

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