

# Beer in Singapore

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Full return of dining-in and removal of capacity restrictions on large-scale events bolster on-trade growth  
Interest in “experience-driven” products and quality ingredients continues to drive the premiumisation trend in beer  
Supply chain disruptions continue to affect beer imports and production, driving up costs

### PROSPECTS AND OPPORTUNITIES

Beers to become lighter as consumers prioritise moderate alcohol consumption  
Sales of beer through e-commerce positioned to grow as consumers become more digitally-savvy post-pandemic  
Producers turn to sustainability and functional ingredients to differentiate in an increasingly competitive market

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