Euromonitor International

Alcoholic Drinks in Lebanon

September 2026

Table of Contents

Alcoholic Drinks in Lebanon

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alcoholic Drinks in Lebanon Show Resilient Recovery Amid Polarised Consumer Demand

Beer Maintains Category Leadership While Spirits Drive Premium Growth in 2025

Chart 1 - Delivery apps transform alcohol retail into a 30- minute on-demand digital experience

Digital Retail Accelerates the Shift Towards At-Home Alcohol Consumption

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

Chart 4 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Local Brands, Premiumisation and Exports Will Shape Lebanon’S Alcoholic Drinks Outlook

Beer Is Set to Retain Its Volume Leadership as Spirits Drive Premium Growth

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Domestic Brands Strengthen Their Position as Local Loyalty Reshapes Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Retain Their Dominance through Value and Convenience

On-Demand Delivery Drives the Shift to Digital Retail in 2025

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 9 - Economic Context for Alcoholic Drinks

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Alcoholic Drinks

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beer in Lebanon

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Beer Recovery Continues as Premiumisation and Digital Retail Reshape Demand
Chart 15 - Almaza focuses on hertiage and localisation to attract consumers
Lager Retains Dominance as Flavoured and No/Low Beer Broaden Consumer Appeal
Direct-To-Consumer Channels and Flavour Innovation Reshape Consumption Habits
Chart 16 - Volume Sales 2020-2030
Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Innovation and Craft Beer Are Set to Support Steady Growth Despite Economic Headwinds
Craft Brewers Are Set to Embrace E-Commerce to Reach New Drinkers
Chart 18 - Forecast Volume Sales 2020-2030
Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Brasserie Almaza Extends Its Lead by Blending Heritage and Innovation
Chart 20 - Company Shares 2025
Chart 21 - Brand Shares 2025

CHANNELS

Off-Trade Maintains Its Leadership as Affordability Outweighs Digital Adoption

ECONOMIC CONTEXT

Chart 22 - Economic Context for Beer
Chart 23 - Real Gdp Growth 2020-2030
Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Beer
Chart 26 - Population 2020-2030
Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Cider/Perry in Lebanon

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

E-Commerce and Quick-Commerce Will Drive Growth for Cider/Perry in 2025
Chart 28 - Artisanal Lebanese ciders leverage digital platforms to drive sales
Heritage and Local Provenance Strengthen Premium Cider/Perry Appeal
Chart 29 - Volume Sales 2020-2030

Chart 30 - Volume Sales by Category 2025

WHAT'S NEXT?

Export Ambitions and Digital Channels Are Set to Support Forecast Growth
Chart 31 - Forecast Volume Sales 2020-2030
Chart 32 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Craft Producers Reshape the Competitive Landscape
Chart 33 - Company Shares 2025
Chart 34 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Defend Lead as Digital Channels Disrupt Purchasing Habits

ECONOMIC CONTEXT

Chart 35 - Economic Context for Cider/Perry
Chart 36 - Real Gdp Growth 2020-2030
Chart 37 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 38 - Consumer Context for Cider/Perry
Chart 39 - Population 2020-2030
Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Rtds in Lebanon

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Premium Positioning and Digital Marketing Drive Strong Growth in Lebanon’S Rtd Market
Spirit-Based Innovation Fuels Premiumisation and Volume Expansion
Chart 41 - Kassatly Chtaura introduces flavour new variants
E-Commerce Reshapes Rtd Growth through Greater Accessibility and Digital Engagement
Chart 42 - Volume Sales 2020-2030
Chart 43 - Volume Sales by Category 2025

WHAT'S NEXT?

Spirit-Based Rtds Are Set to Drive Premiumisation as the Category Expands Towards 2030
On-Trade Adoption Expands Rtd Opportunities beyond Home Consumption
Supply Chain Resilience Will Determine the Future Growth of Lebanon’S Rtd Market
Chart 44 - Forecast Volume Sales 2020-2030
Chart 45 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Maintain Leadership as Lebanon’S Rtd Market Consolidates
Chart 46 - Company Shares 2025
Chart 47 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Volume Leadership as E-Commerce Reshapes Rtd Access
Digital-First Retailers Capture Younger Drinkers with Speed and Visibility

ECONOMIC CONTEXT

Chart 48 - Economic Context for Rtds
Chart 49 - Real Gdp Growth 2020-2030
Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Rtds
Chart 52 - Population 2020-2030
Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Spirits in Lebanon

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Spirits Rebound as Market Polarisation Drives Premium and Local Demand
Whisky Retains Its Leadership as Local Craft Spirits Redefine Premiumisation
Digital Commerce Transforms Spirits Retail and Consumer Engagement
Chart 54 - Digital curators and quick-commerce apps revolutionise spirits accessibility in Lebanon
Chart 55 - Volume Sales 2020-2030
Chart 56 - Volume Sales by Category 2025

WHAT'S NEXT?

Digital Channels Will Drive Value Growth Despite Declining Spirits Volumes
Whiskies Will Remain Dominant as Local Craft Spirits Reshape Growth Opportunities
Export Challenges and Shifting Preferences Reshape Lebanon’S Spirits Outlook
Chart 57 - Forecast Volume Sales 2020-2030
Chart 58 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Glenbey, Riachi, and Kassatly Chtaura Strengthen Their Positions through Export Focus
Chart 59 - Company Shares 2025
Chart 60 - Brand Shares 2025

CHANNELS

Supermarkets Retain Volume While E-Commerce Drives Rapid Change
?Noknok and 209 Lebanese Wine Accelerate Digital Retail Adoption

ECONOMIC CONTEXT

Chart 61 - Economic Context for Spirits
Chart 62 - Real Gdp Growth 2020-2030
Chart 63 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 64 - Consumer Context for Spirits
Chart 65 - Population 2020-2030
Chart 66 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Wine in Lebanon

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Heritage-Driven Premiumisation Strengthens Lebanon’S Wine Position
Chart 67 - Indigenous grape wine has enabled Lebanese wineries to strengthen their premium positioning
Château Ksara’S Historical Authority Sustains Export Resilience and Tourism-Led Sales
Natural Wine Movement Strengthens Lebanon’S Premium Wine Positioning
Chart 68 - Volume Sales 2020-2030
Chart 69 - Volume Sales by Category 2025

WHAT'S NEXT?

Lebanese Wineries Will Turn to Exports and Premiumisation for Future Growth
Digital Experiences Will Create New Opportunities for Lebanese Wineries
Still Light Grape Wine Will Maintain Dominance While Sparkling Wine Gains Momentum
Chart 70 - Forecast Volume Sales 2020-2030
Chart 71 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Château Ksara Leverages Scale and Heritage to Reinforce Its Dominant Position
Boutique Wineries Challenge Established Leaders through Authenticity and Innovation
Chart 72 - Company Shares 2025
Chart 73 - Brand Shares 2025

CHANNELS

Supermarkets Defend Leadership as Shoppers Seek Convenience and Affordability
Retail E-Commerce Reshapes Wine Discovery and Direct-To-Consumer Growth

ECONOMIC CONTEXT

Chart 74 - Economic Context for Wine
Chart 75 - Real Gdp Growth 2020-2030
Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Wine
Chart 78 - Population 2020-2030
Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-lebanon/report.