

Alcoholic Drinks in Asia Pacific

November 2023

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Key findings

REGIONAL OVERVIEW

Highest regional sales level but low per capita consumption in Asia Pacific

The only year of negative growth in 2017-2027 will be 2020

Beer leads in volume and spirits in value terms among alcoholic drinks categories

Indonesia, India and Vietnam record the strongest CAGRs over 2017-2022

RTDs the most dynamic of the main alcoholic drinks categories

Off-trade performs better during the pandemic

RTDs a clear winner in terms of review period gains

Small local grocers the main distribution channel for alcoholic drinks

Retail e-commerce continues gaining share in 2022

LEADING COMPANIES AND BRANDS

Imported brands and craft alcohol trend eating into leading players' share in Taiwan

Asahi looks to offer consumers alcohol-free and low-alcohol products in new bar

AB InBev, Carlsberg and Heineken present across the region

Chinese beer brands lead the rankings

FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

No return to pre-pandemic sales levels for the on-trade in China in 2022-2027

Vietnam, India and the Philippines will contribute major actual new sales over 2022-2027

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

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