



Euromonitor
International

Wine in Sri Lanka

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Wines by Vs Boosts Sales with Value-Driven Promotions

Chart 1 - Wines by Vs Drives Wine Demand through Aggressive Price-Led Promotions in Sri Lanka

Excise Hikes Push Urban Shoppers Towards Affordable New World Wines

Chart 2 - Rising Wine Prices Deepen the Divide between Premium Tourists and Price-Sensitive Locals

Entry-Level Chilean Wines Capture Demand as Premium Sales Weaken

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Entry-Level New World Labels Attract Value-Seeking Drinkers and Drive Growth

Affordable Still Light Grape Wine to Sustain Volume as Sparkling Outpaces in Growth

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Entry-Level New World Labels Defend Share with Adaptive Pricing

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Speciality Shops Drive Imported Wine Sales through Tailored Guidance

Licensed Online Platforms Support Discovery as Offline Sales Dominate

ECONOMIC CONTEXT

Chart 9 - Economic Context for Wine

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Wine

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Sri Lanka - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Tourist Demand Sustains Premium Brands as Affordability Weakens Legal Sales

Chart 16 - Tourism Boosts Premium Alcohol Sales While High Taxes Limit Local Consumption
Heineken and Tiger Capture Premium On-Trade Share as Beer Leads in Volume
Low-Cost Arrack Launch Targets Illicit Drinkers as Excise Hikes Bite
Chart 17 - Affordable Low-Strength Arrack Targets Value-Seeking Drinkers in 2025
Chart 18 - Volume Sales 2020-2030
Chart 19 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Beer and Spirits Widen the Gap as Affordability Erodes Mass Appeal
Locally Inspired Flavours and Lighter Profiles Attract Younger Legal-Age and Tourist Drinkers
Chart 20 - Forecast Volume Sales 2020-2030
Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lion Brewery Leverages Distribution Strength as Dcsl Sustains Value Focus
Chart 22 - Analyst Insight for Alcoholic Drinks
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers Channel Retains Lead as On-Trade Growth Stalls
Digital Platforms Expand Awareness as E-Commerce Remains Limited

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 25 - Economic Context for Alcoholic Drinks
Chart 26 - Real Gdp Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Alcoholic Drinks
Chart 29 - Population 2020-2030
Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wine-in-sri-lanka/report.