



# Beer in Singapore

July 2022

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## Beer in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Tedium and stress linked to pandemic impact Singaporeans' consumption behaviour

Channel distribution shifts to off-trade at height of pandemic

Leading players compete with creative solutions and innovation

#### PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer to become increasingly relevant in the future

Craft beer is slowly growing and has the potential for further development

Easing of restrictions could lead to stronger early recovery for on-trade

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