

Fine Wines/Champagne and Spirits in Singapore

July 2022

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Fine Wines/Champagne and Spirits in Singapore - Category analysis

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2022 DEVELOPMENTS

Expectations of personal consumption boom during pandemic are an exaggeration considering existing practices

Brands seek to bypass distributors and connect directly with consumers via physical retail channels

Introduction of bespoke membership clubs drives interest in wine appreciation

PROSPECTS AND OPPORTUNITIES

Brands seek greater recognition through large-scale marketing campaigns and establishing bricks-and-mortar stores

Affordable New World wine alternatives likely to drive more regular consumption among locals

Perceived production scarcity linked to climate change fears may translate to more regular purchasing habits

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