Alcoholic Drinks in Asia Pacific

November 2023

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Scope
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
China: Market Context
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
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