



**Euromonitor
International**

Beer in Singapore

July 2024

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2023 DEVELOPMENTS

Limited total volume growth for beer in 2023, due to weaker consumer sentiment

Flavour innovations continue to drive growth in beer

Beer players continue to focus on premiumisation as a key revenue driver

PROSPECTS AND OPPORTUNITIES

Growth expected for beer as recent developments both on-trade and off-trade have an impact

Greater efforts needed to sustain the growth of non/low alcohol beer over the forecast period

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DISCLAIMER

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