

Wine in Singapore

June 2023

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Wine in Singapore - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine sees high on-trade growth as restrictions ease further
Premiumisation of wine from modern wine producing regions
Polarisation of sake within off-trade and on-trade channels

PROSPECTS AND OPPORTUNITIES

Emergence of low alcohol and non alcoholic wine, but growth dampened by health labelling regulations
Sparkling wine expected to grow, driven by expansion of consumption occasions
Digitalisation aids in introducing wine to new consumers in a mature category

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