



Spirits in Singapore

June 2023

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Spirits in Singapore - Category analysis

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2022 DEVELOPMENTS

Singapore's cocktail scene drives the growth of spirits in 2022

Premium rum sees an influx of offerings from leading producers and growing interest due to local bar scene

Emerging micro-trend of premium soju

PROSPECTS AND OPPORTUNITIES

Sustainable packaging is an area of interest both on-trade and off-trade

Japanese spirits see polarisation between the premiumisation trend and the entry of affordable products

Non alcoholic spirits see growing interest in bars and a greater range in retail

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