



# Alcoholic Drinks in Asia Pacific

November 2023

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## 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

Indonesia: Market Context

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Vietnam: Competitive and Retail Landscape

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