



Euromonitor
International

Cider/Perry in Singapore

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Cider/Perry in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for cider/perry continues to fall due to lack of differentiation or innovation
Carlsberg's Somersby maintains leadership amid a shrinking category
Supermarkets remains key off-trade channel for cider/perry but on-trade dominates

PROSPECTS AND OPPORTUNITIES

Flavour innovation in attempt to increase consumer interest
Somersby leverages popularity of K-pop star Yeonjun to refresh cider's appeal
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Alcoholic Drinks in Singapore - Industry Overview

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On-trade vs off-trade split
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Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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