



Beer in Singapore

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer volume sales marginally rise, in line with improved consumer spending
Asia Pacific Breweries retains strong leadership of beer
Supermarkets remains dominant distribution channel for beer

PROSPECTS AND OPPORTUNITIES

Consumer interest in beer to remain high with greater brand engagement expected
Premiumisation will be at the forefront of brand strategy
Innovation to reshape consumer engagement and brand differentiation

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Alcoholic Drinks in Singapore - Industry Overview

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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