



# Fine Wines/Champagne and Spirits in Singapore

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fine wines drives overall growth, supported by notable events and gatherings  
Moët Hennessy Diageo Singapore retains its lead through well-established brands  
Limited-edition products and immersive experiences engage wealthier consumers

PROSPECTS AND OPPORTUNITIES

Positive retail value growth as many consumers favour a quality-over-quantity approach  
Fine wine is set to led retail growth as consumers' product knowledge rises  
Flavour exploration set to boost sales of premium spirits over the forecast period

CATEGORY DATA

- Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024
- Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023
- Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023
- Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029
- Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Luxury Goods in Singapore - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for luxury goods?

MARKET DATA

- Table 8 - Sales of Luxury Goods by Category: Value 2019-2024
- Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
- Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
- Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023
- Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
- Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024
- Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
- Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fine-wines-champagne-and-spirits-in-singapore/report](http://www.euromonitor.com/fine-wines-champagne-and-spirits-in-singapore/report).