



Euromonitor  
International

# Alcoholic Drinks in Cambodia

July 2025

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DISCLAIMER

BEER

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Beer remains the most highly favoured alcoholic drink in Cambodia

Khmer Beverages Co Ltd retains its strong lead in beer

Small local grocers remains the outright most popular channel, though competition from supermarkets is intensifying

Prospects and Opportunities

Beer remains a popular and vibrant category over the forecast period

Growing demand for craft beer as consumers seek unique and flavourful options

Sales of non/low alcohol beer grow from a low base with industry players developing the category in line with consumer preferences

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Wine sales remain niche though consumption is on the rise thanks to the popularity of local Khmer rice wine and the influence of Westernisation on consumer preferences

A wide range of brands and variants characterise this highly fragmented competitive environment

Food/drink/tobacco specialists remains the leading channel, followed by small local grocers and supermarkets

Prospects and Opportunities

Steady forecast period growth of wine thanks to a developing middle class, continued influx of tourists and Westernisation trend

Wine faces ongoing stiff competition from other categories of alcoholic drinks, especially beer

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Growing presence of RTDs in modern grocery retailers

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