



# Alcoholic Drinks in Asia Pacific

December 2024

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## REGIONAL OVERVIEW

Highest regional sales level but low per capita consumption in Asia Pacific

Pre-pandemic sales levels currently expected to be reached in 2027

Beer leads in volume and spirits in value terms among alcoholic drinks categories

Spirits declining in China over 2018-2023

RTDs the most dynamic of the main alcoholic drinks categories

On-trade struggling to return to its pre-pandemic sales levels in some countries

RTDs a clear winner in terms of review period gains

Strong growth for alcoholic drinks in India

Vietnam performance hit by inflation and stricter enforcement of drink-driving decree

Small local grocers the main distribution channel for alcoholic drinks

Retail e-commerce continues gaining share in 2023

## LEADING COMPANIES AND BRANDS

Imported brands and craft alcohol trend eating into leading players' share in Taiwan

Heineken and Carlsberg add a lot of new share over 2018-2023

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

Modest growth in China and declining sales in Japan expected over 2023-2028

India's low per capita consumption would seem to offer major growth potential

## COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

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