



Euromonitor
International

Wine in Cambodia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Gift-Giving Culture Fuels Premium Wine Growth in Cambodia in 2025

Chart 1 - Premium Wine Sales Rise in Phnom Penh

Urban Affluence Drives Old-World Wine Demand as Rural Buyers Seek Value

Retail E-Commerce Platforms Reshape Wine Access and Consumption Habits

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Premiumisation and the Urban Middle-Class Growth Will Drive Demand

Tech-Savvy Buyers Will Turn to Mobile-First Commerce for Fast Delivery

Policy Makers Prepare New Regulations as Buyers Seek Authenticity

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

French and Australian Wines Strengthen Premium Positioning by Focusing on Sustainability

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Defend Their Share by Catering to Traditional Buying Habits

S-Liquor and Grab Grow Online Wine Sales with Rapid Delivery

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wine

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Cambodia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Economic Recovery and Premiumisation Drive Strong Growth in Cambodia's Alcoholic Drinks Market

Super-Premium Spirits and Craft Beers Capture High-End Demand

Chart 15 - Premium Dark Beer Launches Capture the Quality-Over-Quantity Trade-Up among Urban Consumers

Shoppertainment and Specialist Apps Drive Digital-First Cocktail Culture

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

Chart 18 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Economic Growth and Digital Retail Are Set to Drive Future Growth in Alcoholic Drinks

Chart 19 - The Merger of Grab and Nham24 Drives Digital-First Cocktail Sales for Urban Professionals

Stricter Advertising Rules Will Reshape How Brands Reach Consumers

Premiumisation Will Accelerate as Affluent Urban Consumers Trade up

Chart 20 - Forecast Volume Sales 2020-2030

Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Strengthens as Domestic Brewers and Digital Strategies Reshape Competition

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Mass-Market Beer and Spirits Volumes

Tourism Rebound Is Set to Fuel On-Trade Revival in Urban Nightlife

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wine-in-cambodia/report.