



# Spirits in Singapore

July 2024

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## Spirits in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite facing challenges in spirits volume consumption, Singapore remains important as a cocktail capital in the region

Soju players attract consumers with taste innovations

Sustainable packaging is an area of interest both on-trade and off-trade

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will continue to drive value growth in spirits

Future opportunities for botanicals in gin

Non alcoholic spirits has further potential along with increasing moderation trend

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