



# Alcoholic Drinks Packaging in Singapore

September 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Kegs surges in foodservice in Singapore, due to cost and sustainability benefits  
Tiger introduces bold new soju-infused lager in Singapore  
Brass Lion Distillery breaks new ground with Singapore's first locally made whisky

### PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to rise in packaging for beer  
Premiumisation set to drive innovation and growth in alcoholic drinks

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