



# Cider/Perry in Singapore

July 2024

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## Cider/Perry in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider/perry continues to struggle with declining consumer interest  
Carlsberg's Somersby continues to lead cider/perry

#### PROSPECTS AND OPPORTUNITIES

More players expected to tap into health and wellness opportunities  
Low alcohol cider/perry likely to emerge along with the "sober-curious" trend  
Greater competition from RTDs may hinder the growth of cider/perry

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Retailing developments  
On-trade vs off-trade split  
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