

Beverage alcohol retail value reaches \$336bn in Asia-Pacific

All major categories grew in value terms, despite loss of beer volume.

Singapore. The retail value of the beverage alcohol market in Asia-Pacific grew by 9.8% in 2017 versus 2016, despite total alcohol consumption falling by -0.6%, or -63.3m nine-litre cases, according to the latest data from the IWSR, the world's leading authority on global beverage alcohol data and analysis.

Four of the top five most valuable Asia-Pacific markets (China, India, Australia and South Korea) grew in value in 2017 versus 2016, despite volume losses in the top four (China, Japan, India Australia). Only South Korea grew in volume and value.

The drop in total volume for the Asia-Pacific region has been driven by the continuing decline in beer consumption in China. Japan, the second-largest Asian beer market, is also in decline and is set to be overtaken by Vietnam in the next few years.

Beer was the only major category to lose volumes in Asia-Pacific. Spirits consumption was up by 0.2% (3.4m cases) in volumes terms and 16.1% in value terms, with baijiu in China, by far the largest spirits category in the region, accounting for most of this increase, and Japan and Burma making the next-largest contributions thanks to strong growth in local whiskies.

Wine consumption increased by 0.4% in volume and 6.7% in value, with local huangjiu (rice wine) in China being the main driver. Still wine volumes fell by -1.1% overall (-2.9m cases); falls in local Chinese grape wine consumption outpaced the strong growth of imported still wine in China. The retail value of still wine in Asia-Pacific grew 7.5%.

Mixed drinks grew 1.2% (volume) and 4.4% (value) thanks to the vast and still expanding Japanese RTD market as younger consumers continue to shift away from beer.

Category	Volume 2017 Millions of nine-litre cases	Retail Value 2017 Billions of US\$	% Change - Volume 2016 to 2017	% Change - Value 2016 to 2017
Total Asia-Pacific	10,546.1	\$335.9	-0.6%	9.8%
Beer	7,348.9	\$128.2	-1.0%	4.3%
Spirits	1,991.5	\$155.7	0.2%	16.1%
Wine	1,019.7	\$43.3	0.4%	6.7%
Mixed Drinks	170.8	\$7.6	1.2%	4.4%
Cider	15.2	\$1.2	5.0%	10.8%

Source: IWSR 2018

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The IWSR & IWSR Magazine 39 Moreland Street, London, EC1V 8BB
t: 44 (0)20 7689 6841 f: 44 (0)20 7689 6827 e: info@theiwsr.com www.theiwsr.com

A trading division of System Three Communications (LDN) Limited. Registration Number: (England) 1665101
Registered Office: 5 Fleet Place, London, EC4M 7RD. VAT Registration Number: GB341146881

Press contact

Helen Jagger – helen@theiwsr.com +44 (0)79 7680 9346

Other enquiries

Rest of world: Graziella Jeffery – graziella@theiwsr.com +44 (0)20 7689 6834
US & Canada: Brandy Rand – brandy@theiwsr.com +1 646 830 2616

About the IWSR

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts.

The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major multinational wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.

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