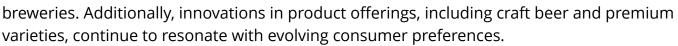


Cambodia Beer Market Set to Double, Reaching US\$ 2,232.5 Million by 2032 | Astute Analytica

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This remarkable growth reflects the increasing popularity of beer among Cambodia's rising middle-class population, an evolving social drinking culture, and the expanding presence of both local and international





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A key factor shaping the Cambodian beer industry is the increasing influence of international beer brands and their investment in the local market. This trend is significantly altering the beer landscape in Cambodia, bringing in new flavors, brewing techniques, and marketing strategies. One of the most significant impacts of this international influence is the introduction of diverse beer types and flavors. This variety caters to a broader range of consumer preferences, from traditional lagers to craft beers and specialty ales. The result is a more vibrant and dynamic beer market, with consumers having access to a wide array of choices.

The financial implications of this international presence are substantial. The Cambodian beer industry is expected to generate about \$2.1 billion in revenue by 2032, demonstrating the economic significance of this sector. This influx of international brands is also impacting local

brewing companies. They are now compelled to innovate and improve their products to compete effectively. This competition is beneficial for consumers, as it leads to better quality and more choices. Additionally, the per capita beer consumption reached an all-time high of 57.3 liters in 2022, reflecting the growing popularity of beer among the Cambodian populace.

- · Anheuser-Busch InBev
- Carlsberg Breweries A/S
- · Heineken International B.V.
- Khmer Beverages
- Molson Coors Beverage Company
- The Boston Beer Company Inc.
- The Brewerkz Company
- · Cambrew Ltd.
- Vattanac Brewery
- Other Prominent players

- Lager
- Ale
- Stout
- Wheat
- Others

- Bottle
- Can
- PET

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- Macro Brewery
- Micro Brewery
- Craft Brewery

- Online
- Offline

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