The Lighter Glass

Consumers are changing how and what they drink in APAC

September 2026

APAC is drinking less – but paying more for it

Volume falls in 9 out of the 12 analyzed APAC markets and price rises in 10 of them

OFF-PREMISE

Total APAC Performance | 12-market · MAT to July vs MAT YA

VALUE SALES	EQUIVALENT VOLUME	IMPLIED PRICE
−2.2%	**−4.5%**	**+2.5%**
Nominal market value	Underlying demand	Value ÷ equivalent volume

CPS APAC Performance | 6-market off-premise · MAT to July vs MAT YA

	PENETRATION	OCCASIONS PER BUYER	VALUE PER OCCASION
MAT YA	11,7	13,6	6,8
MAT TY	11,0	13,5	7,3
Change	−6,0%	−0,7%	+7,4%

The headline is volume contraction, not simply weak value: price/mix recovers roughly half of the volume decline, but total value still falls.

KEY POINTS

01 Beer is the biggest drag
54% of value · volume −4.8%

02 Spirits are more resilient
Volume −1.1% · value −0.6%

03 China drives the regional downturn
Half of APAC sales · high value & volume loss

04 Penetration loss is a threat
Long term growth can be driven by more customers

NIQ

Source: NIQ SPG; category aggregates across 12 APAC markets
NIQ CPS On Demand, countries: HK, ID, NZ, PH, SG, TH

Growth is back, but not for everyone

Four big markets tell the APAC story

OFF-PREMISE

Total BEV AL value change · MAT to Jul vs MAT YA

CHINA

Demand-led decline: volume falls faster than value, with beer hit hardest.

-4.8%

volume -6.6%

SOUTH KOREA

Weakness is category-wide — spirits fall almost as fast as beer.

-5.2%

volume −5.7%

THAILAND

Essentially stable: modest value gain masks a small volume dip.

+0.5%

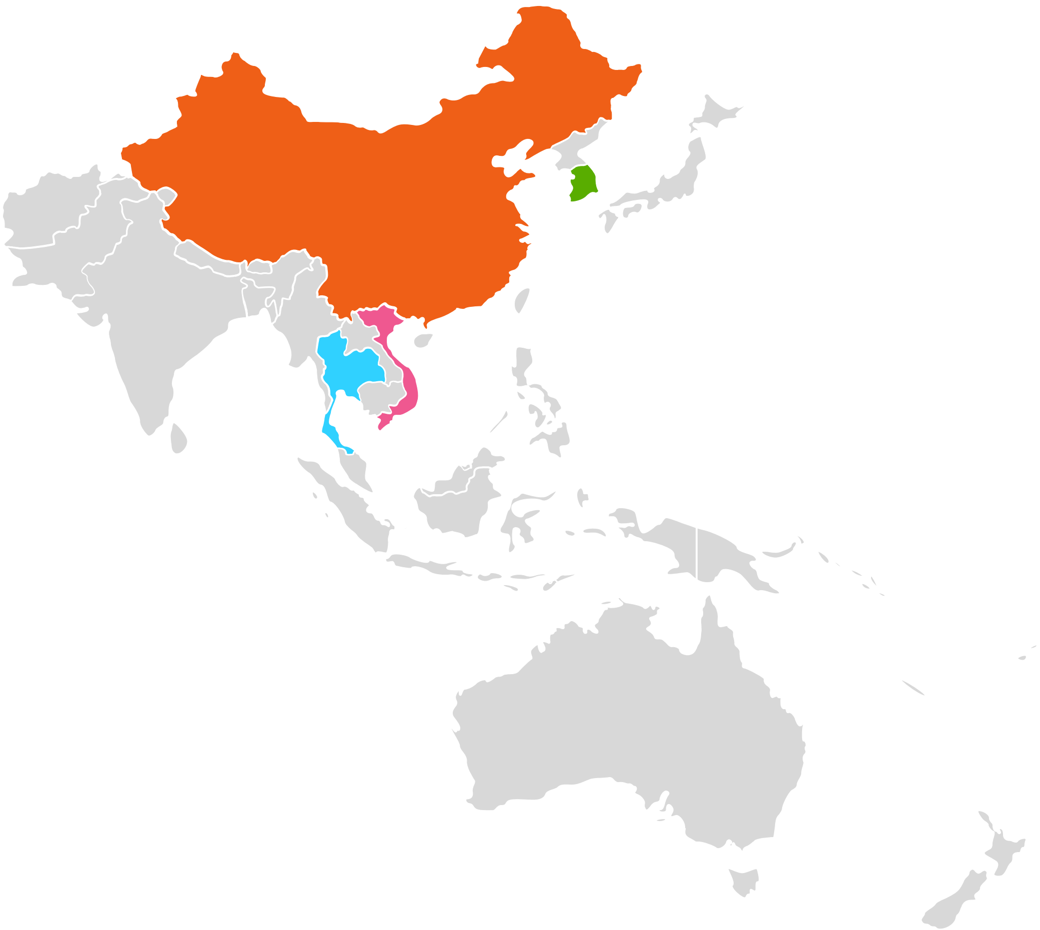
volume -0.4%

VIETNAM

Growth is price-led: value climbs far faster than the volume behind it.

+6.7%

volume +1.4%



Source: NIQ SPG

Today's moderation is tomorrow's baseline

Gen Z drinking intentions signal a further pullback over the next 12 months

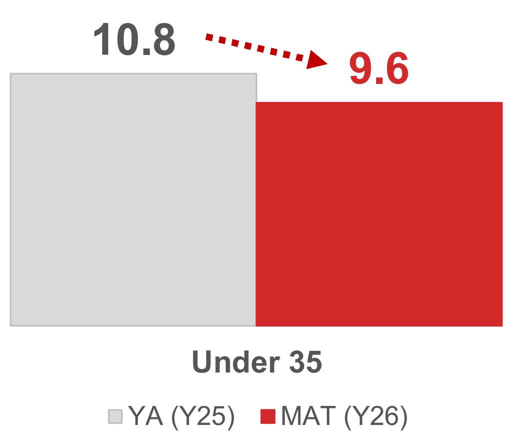
OFF-PREMISE

Total Alcohol penetration | MAT vs YA

6-market off-premise

–438K

alcohol buyers lost in 12 months



ON-PREMISE

47%

Of **Gen Z** are drinking less alcohol than 12 months ago

+4pp vs average consumer

36%

of Gen Z plan to consume soft drinks more frequently

over the next 12 months, compared to now

+8pp vs All Consumers

Source: NIQ On Premise Powered by CGA Intelligence, REACH APAC 2025, 2026. Sample size 1337 – 9821 | NIQ CPS On Demand | Rolling 52 w/e W32 Y26 vs Y25 | MAT = Y26; YA = Y25

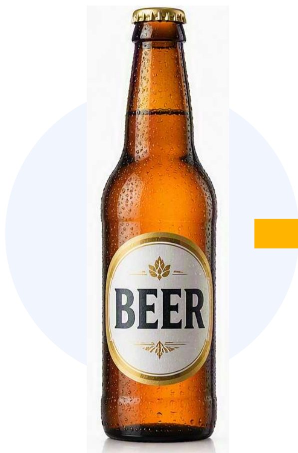
Poured out, watered down

Where beer's lost volume goes

OFF-PREMISE

60%

of beer's lost volume is driven by switching



BEER

#1

#2 #3 #4

Mineral water **Ice tea** **CSD** **Energy drinks**

What's pulling them away?

29%

Loss came from existing buyers

Understand the why and how to win back

The shift follows them to the bar

Soft drinks gain while beer and wine slip

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Top **increasing** categories vs YA

Soft drinks **+7pp**

Top **declining** categories vs YA

Imported beer **-4pp**

Craft beer **-3pp**

Domestic beer **-3pp**

Wine **-3pp**

? Who is driving the shift?

Source: NIQ On Premise Powered by CGA Intelligence, REACH APAC 2025, 2026. Sample size 500 – 9821

This isn’t a blip, it’s an intention

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28%

of consumers plan to consume soft drinks more frequently
over the next 12 months,
compared to now

+7pp for Wine Drinkers and Spirits Drinkers
+3pp for Beer Drinkers

14% of consumers plan to consume soft drink **less frequently**

Source: NIQ On Premise Powered by CGA Intelligence, REACH APAC 2025, 2026. Sample size 191 – 4114

Top 5 countries with
rising soft drinks intent

#1	India	**+26pp**
#2	Vietnam	**+21pp**
#3	Philippines	**+19pp**
#4	China	**+16pp**
	APAC average	**+14pp**
#5	Australia	**+13pp**

Q: How frequently do you plan to drink soft drinks over the next 12 months, compared to how frequently you currently drink them? *Net change (More frequently – Less frequently)* | Top 5

Water is the new round

Most APAC markets are seeing increased water consumption vs beer

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How frequently do you plan to drink?

Net change

Still Water

China	Hong Kong	New Zealand	South Korea
+13pp	+8pp	+28pp	+24pp

Beer

China	Hong Kong	New Zealand	South Korea
+22pp	+6pp	-3pp	-2pp

Source: NIQ On Premise Powered by CGA Intelligence, OPUS Lite China, Hong Kong, New Zealand, South Korea 2025. Sample size 75 – 891

Q: How frequently do you plan to drink the following over the next 12 months, compared to how frequently you currently drink them? *Net change (More frequently – Less frequently)*

Cutting back, not cutting out

Only 8% plan to give up alcohol entirely

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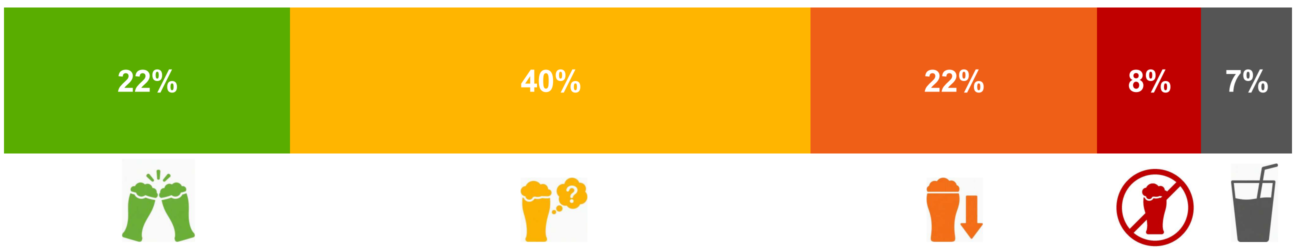
Which of the following statements best describes
your relationship with alcohol
currently?



- I enjoy drinking alcohol and see **no reason to change**
- I drink occasionally but am **more mindful** of my consumption now
- I used to drink regularly but now choose to **drink less**
- **I no longer drink** alcohol
- I **never drank alcohol** to begin with

Source: NIQ On Premise Powered by CGA Intelligence, REACH APAC 2026, 503 – 9821

From insight to action

Moderation is the market now

Only **8% of APAC consumers have stopped drinking** — the real threat is moderation, as drinkers now move **freely between alcohol, water and soft drinks, occasion by occasion**

The winners will defend **occasions, not categories** — protecting value where the switching actually happens

Moves to win

1. **Track the switching in consumer panel data** — see which buyers are trading you for other categories.
2. **Decode the occasion with behavioural research** — why, where and when moderation actually happens.

Book a consumer deep-dive with NIQ — see where your buyers are going, and why.

NIQ