



Euromonitor
International

Alcoholic Drinks in Bangladesh

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BEER

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2024 Developments

Ongoing strong growth of beer sales, although demand continues to be suppressed by traditional and religious norms

Crown Beverages retains its outright lead, present with its popular Hunter brand

The off-trade remains the outright leading channel for sales of beer

Prospects and Opportunities

Beer continues to grow in popularity over the forecast period

Growing consumer base in the form of foreign business people, tourists and locals, though Muslim laws limit potential

Limited brand presence of imports benefit local brand Hunter

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WINE

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Availability of wine growing through legal alcohol traders, the operations of which are expanding

Prospects and Opportunities

Wine sales benefit from economic development, rising numbers of foreigners in the country and less strict enforcement of non-drinking regulations among Muslims

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Carew & Co retains a strong lead thanks to the popularity and accessable pricing of its local Imperial Whiskey brand

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