



Euromonitor
International

Spirits in Cambodia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Digital Transformation and Premiumisation Drive Strong Growth in Spirits

White Spirits Lead Volumes as Other Spirits Post the Strongest Volume Growth

Hennessy Vsop Leverages Its Heritage to Capture Gift-Giving Occasions

Chart 1 - Hennessy Vsop Blends French Cognac Heritage with Vibrant Asian Artistry

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

White Spirits Is Set to Maintain Its Lead as Digital Verification Reshapes Sales

Heritage Brands Will Drive Selective Premiumisation Amid Value Focus

Functional and Low-Alcohol Launches Are Expected to Define the Future of Cambodia's Spirits Market

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Leadership Strengthens as Premium and Value Segments Diverge

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Lead Volume Sales as E-Commerce Is Set to Accelerate

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Cambodia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Economic Recovery and Premiumisation Drive Strong Growth in Cambodia's Alcoholic Drinks Market

Super-Premium Spirits and Craft Beers Capture High-End Demand

Chart 15 - Premium Dark Beer Launches Capture the Quality-Over-Quantity Trade-Up among Urban Consumers
Shoppertainment and Specialist Apps Drive Digital-First Cocktail Culture
Chart 16 - Volume Sales 2020-2030
Chart 17 - Volume Sales by Category 2025
Chart 18 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Economic Growth and Digital Retail Are Set to Drive Future Growth in Alcoholic Drinks
Chart 19 - The Merger of Grab and Nham24 Drives Digital-First Cocktail Sales for Urban Professionals
Stricter Advertising Rules Will Reshape How Brands Reach Consumers
Premiumisation Will Accelerate as Affluent Urban Consumers Trade up
Chart 20 - Forecast Volume Sales 2020-2030
Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Concentration Strengthens as Domestic Brewers and Digital Strategies Reshape Competition
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Mass-Market Beer and Spirits Volumes
Tourism Rebound Is Set to Fuel On-Trade Revival in Urban Nightlife

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks
Chart 25 - Real GDP Growth 2020-2030
Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks
Chart 28 - Population 2020-2030
Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-cambodia/report.