



Asian Beer Tour:

A Complete Journey from North to South through Laos, Vietnam, Cambodia, Thailand, the Philippines and South Korea

History, Tastes, Consumption, Craftsmanship & Distinctions" Introduction

Introduction - Who are the beer champions of these 6 countries?

If beer spontaneously conjures up images of Germany or Belgium, Asia is no exception. From Vientiane to Seoul, the brewing culture is establishing itself as a veritable social, economic and cultural phenomenon. And yet, behind the surface, beer consumption varies greatly from country to country.

Among the six nations in this guide - **Laos, Vietnam, Cambodia, Thailand, the Philippines and South Korea** - two champions stand out:

- **Cambodia** surprises with a record consumption of **57.3 L per inhabitant/year** (2024), which places it at the top in Southeast Asia, ahead of **demographic** giants.
- **Vietnam** follows close behind with around **43-46L per inhabitant/year**, but with an increasingly diversified and internationally-oriented brewing industry.

South Korea, with **42.5 L/capita/year**, completes the podium, buoyed by an omnipresent "bia hoi" culture and an explosion of urban microbreweries.

By contrast, **Thailand (25-30 L/capita/year)** and **the Philippines (~6.3 L/capita/year)**, despite powerful brands such as San Miguel or Chang, show more modest consumption levels, impacted by regulations, consumption habits geared towards spirits, or different cultural practices.

Finally, **Laos**, the birthplace of the famous Beerlao, has a more discreet consumption level of around **6.5 L/capita/year**, despite an almost total monopoly on its domestic market.

These figures reveal a paradox: the reputation of a beer does not always reflect the volume of national consumption. Between popular traditions, industrial influences and craft renaissance, each country writes its own story in the great Asian beer book.

These figures are taken from the ranking updated via the most recent data (based on 2023-2024) of worldwide per capita consumption
en.wikipedia.org+5fr.wikipedia.org+5voronoiapp.com+5beerinfo.com+13datapandas.org+13wisevoter.com+13en.wikipedia.orgwisevoter.com+1en.wikipedia.org+1.

Guide to the main beers by country :

Laos

☐ Main beers and characteristics

- **Beerlao Original**: light lager ($\approx 5\%$ alcohol), made from local jasmine rice, with malt imported from France/Belgium and hops from Germany
[Wikipedia+7Wikipedia+7Jclao+7](#).
- **Beerlao Dark**: stronger version ($\approx 6.5\%$ ABV), rich and malty
[Wikipedia+1Wikipedia+1](#).
- **Beerlao IPA** and **Beerlao White**: launched in 2018-2019, more modern, influenced by the IPA style and white beers [Wikipedia+1Wikipedia+1](#).
- **Namkhong Beer** (5% ABV) and **Namkhong Special** (with black rice): produced by Heineken Lao Brewery, focusing on unique local recipes, affordable price [Wikipedia+1Wikipedia+1](#).

Where they are produced

- Vientiane-based **Lao Brewery Company (LBC)** dominates the market with Beerlao ($\approx 99\%$ share) [Facebook+6Wikipedia+6Wikipedia+6](#).
- **Heineken Lao Brewery**, a joint venture with Heineken Asia Pacific and the Laotian government, produces Namkhong, Tiger, Heineken, etc., in facilities in Vientiane since 2008 [Wikipedia+1Wikipedia+1](#).

☐ Annual per capita consumption

- End 2021: approx. **5.99 L** per person/year [Asia Food Beverages+4Helgi Library+4GlobeNewswire+4](#).
- Recent estimates in 2024: around **6.5 L/year** [GlobeNewswire](#).
- Peak in 2011: up to **11.5 L**, since declining [Jclao+3Helgi Library+3Wikipedia+3](#).

☐ Taste subtleties and drinking pressure

- The beers are generally light, refreshing lagers, with little bitterness, suited to warm climates. Beerlao Dark brings more malty depth.
- High market pressure for Beerlao (near-monopoly), but emergence of more local or premium beers via Heineken Lao Brewery.
- Illegal consumption (unregulated craft alcohol) accounts for up to **33% of total consumption**, with serious risks such as methanol poisoning [Wikipedia+8Wikipédia+8Wikipédia+8WikipédiaAlliance Transnationale contre le Commerce Illicite](#).

☐ Craft and alternative beers

- The formal craft beer market is very limited, as most beers are produced on an industrial scale.
- Some local micro-breweries are emerging in urban areas (Vientiane), often experimenting with light or low-alcohol flavors.

Laos - Beer Awards and Distinctions

☐ Beerlao Lager / Beerlao (Original)

- **Monde Selection (Brussels):**
 - **Silver** in 2003
 - **Gold** in 2006 and 2010 [Monde Selection+6Beerlao+6Wikipédia+6Wikipédia+12Wikipédia+12Laotian](#)

[Times+12Wikipedia](#)

- **Gold** also in 2025 for the [Monde Selection](#) 33 cl can version.
- Among other international awards: genuine recognition in competitions in New Zealand (2002), France (2004), Russia and the United States (2005) [Wikipedia+5WIPO+5Asia King Travel+5](#)
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☐ **Beerlao Dark**

- Won a **gold medal** at the **International Beer Competition** in Japan in 2007 [Beerlao](#)

☐ **Beerlao Green**

- Won a **Gold Quality Award** at the **64^e Monde Selection** in **2025**, the first distinction for this new member of the [Wikipedia+12Laotian Times+12Monde Selection+12](#) range.

☐ **Lanexang, Beerlao Gold, etc.**

- No precise information on certified global awards, but Beerlao Gold (launched in 2010) has been well received across the brand; the two 2010 gold medals probably come from the same type of product profile. Some sources mention general awards for the brand, but do not specifically date Lanexang or Beerlao Gold.

Vietnam

☐ **Main brands & features**

- **Bia Hoi**
 - Ultra-fresh lager (4.1-4.3% ABV), brewed daily, preservative-free, to be consumed within hours; very low-cost pricing (~10,000-15,000 đ) [Street Food Adventure+4Wikipedia+4Wikipedia+4](#).

- Mostly available in the north (Hanoi, Red River Delta) [Vietnam Airlines](#).
- **Saigon Beer (SABECO)**
 - Founded in 1875, dominating the south. Clear lager made with European malt and local rice, smooth taste and clean finish, very refreshing [Reddit+12Vietnam Airlines+12Wikipedia+12](#).
 - Includes **Saigon, Saigon Export, Saigon Zero alcohol** versions, brand 333 (Historical connection with "33 Export") (~5.3% ABV) [Wikipedia+1Butterfield & Robinson+1](#).
- **Hanoi Beer (Habeco)**
 - Founded in 1890, distribution mainly in the north. More structured, slightly malty lager, more body than Saigon Beer, typical of northern gastronomy (pho, bun cha) [Untappd™ Community Awards+15Vietnam Airlines+15Wikipedia+15](#).
- **Huda Beer (Carlsberg Vietnam)**
 - Founded in 1990 in Hué (central). Uses high-quality water and selected malts: medium-bodied lager, mild malty and clean finish, ideal with central kitchen (bun bò Huế...) [Vietnam, today+5Vietnam](#)

333 Premium Export Beer (commonly known as "333")

- Classic lager (~5.3% ABV), produced by Sabeco.
- Introduced in 1875 as "33 Beer", renamed to 333 after 1975 [Jovel Chan+11Wikipedia+11Beverage Trade Network+11](#).
- Recent awards:
 - Gold medal at the **World Beer Awards 2022** as *Country Winner* in the *Classic Pilsener* category for Vietnam [Investment Review - VIR+2worldbeerawards.com+2vietnamnews.vn+2](#).
 - Bronze medal at the **International Beer Cup 2024** (*light lager* style) [Vietnam Investment Review - VIRvietnamnews.vn](#).

A little history about the 333 or better known in France as the 33 export

33 Export beer originated in Indochina, more specifically in Saigon, where it was initially launched by Brasserie Cho Lon, also known as Brasseries et

Glacières d'Indochine (B.G.I.). The brewery, founded in the finth century by Victor Larue, a demobilized master sergeant in the French army, and a local brewer named Hommel, was located in Saigon's Cholon district. The name "33 Export" comes from the initial packaging in 33 cl bottles, as distinct from the larger local 66 cl bottles.

After the death of the founders, the brewery was taken over by Denis frères, industrialists from Bordeaux who had been based in Saigon since 1862. The brewery then employed up to 4,000 people and mass-produced this beer for export.

Production of 33 Export ceased in Indochina in 1975, but the beer was relaunched in France in 1960 at Brasserie de Drancy, and later in England in 1986.

Today, the brand belongs to the Heineken group and is brewed in France (Brasserie Pelforth in Mons-en-Barœul and Brasserie de la Valentine in Marseille) as well as under license in several African countries. The recipe may vary slightly from market to market, with an alcohol ~~cont~~ of around 4.3% to 5.1%, sometimes with the addition of rice to adjust the taste.

In a nutshell, 33 Export is a beer of French colonial origin, born in Indochina in the fin 19th century, reflétant of Franco-Vietnamese brewing know-how. French-Vietnamese brewing know-how, originally designed for the export market with 33 cl packaging, which gave it its emblematic name.

And today, the beer now known as 333 (also "Bia 333" or "Ba Ba Ba") is the direct heir to the 33 Export once produced in Saigon. Here are the key points to understand the link:

- Origins: 33 Export was originally a beer brewed in Indochina at the beginning of the 20th century by the Brasserie de Cholon. 33 cl bottle, which gave it its name.
- Name change: After 1975, when Vietnam was reunified and the assets of the French brewery BGI were nationalized, the brand was renamed renamed "333" (pronounced "Ba Ba Ba") by the new state-owned brewery to free itself from the colonial legacy. It's the same product, but the name has changed for political and brand rights reasons.

- Current brewer: 333 is now produced by SABECO (Saigon Beer - Alcohol - Beverage Corporation), heir to the original breweries in Saigon.
SABECO is the market leader in Vietnam and exports 333 worldwide.
- Differences today: The recipe may differ slightly from French 33 Export (still produced in Africa or in France under license from Heineken), but the historical filiation is direct: same know-how, same lineage, same original brewery.
- Summary: 333 and 33 Export have the same Saigon origin (Brasserie de Cholon/BGI). 333 is the post-1975 version, produced in Vietnam by SABECO. 33 Export persists in France and Africa, often with local variants, but the ancestor and direct Vietnamese lineage can be found in today's 333.

In short, 333 and 33 Export beer originally come from the same house and share the same history, but have followed different trajectories since the reunification of Vietnam.



Quy Nhơn Beer

- Local brewery centered on the Quy Nhon region (Central Vietnam), included in secondary national brands such as Hue Beer, Dung Quat, etc. Mentioned among Vietnam's typical local [beersVietcetera+13Wikipedia+13Wikipedia+13](#).
- Few details available on precise brewing characteristics or awards.
 - [Airlines+5GlobeNewswire+5](#).
- **Heineken, Tiger, Larue** (local import via Heineken Vietnam)
 - Heineken ~37%, Tiger ~? and Larue; Heineken Vietnam dominates ~37.6% of the market, Sabeco ~34%, Carlsberg (Huda) ~9%, Habeco ~7.5% (total > 90%) [Wikipedia+1Reddit+1Vietdata Research+4Wikipedia+4Vietnam. today+4](#).

III Annual consumption (2024)

- Total consumption: **≈ 3.8 million kilolitres** (3.8 billion L) in 2024 (~2.2% of world market) [Vietdata Research+2Astute Analytica+2Vietcetera+2](#).
- Per capita: **43-46 L/year** (~42.5 L in 2021, peak at ~47.4 L in 2019) [Helgi Library+1Wikipedia+1](#).
- Trend: steady growth (~CAGR 4.7% from 2009 to 2023), moderate growth (~2% per year) forecast to 2030 [Vietnam. todayAsia Food BeveragesAstute Analytica](#).

□ Taste subtleties & market dynamics

- **Light, easy styles:** most standard beers (Saigon, Hanoi, Huda) are light lagers, not very bitter, very well suited to the hot climate for drinking with friends or on the streets.
- **Bia Hoi** is iconic of Vietnamese popular culture, very light, low in bitterness and alcohol, but very marked fresh taste of grain and rice, cohesive to the street-food & sociality [Vietdata Research+7Vietnam Airlines+7Wikipedia+7](#).
- **Market concentrated** around giants (Heineken, Sabeco, Carlsberg, Habeco), with recent tax pressures (currently 65% special consumption tax),

proposed at 100% by 2030) [Wikipedia+4Reuters+4Vietnam. today+4](#).

☐ Craft beers / microbreweries

- **Craft scene booming** since 2010s, with ~150 microbreweries in 2024 (vs ~50 in 2020), ~20% growth in craft segment [ARC Group+2Street Food Adventure+2Astute Analytica+2](#).
 - **Notable breweries** :
 - **Pasteur Street Brewing Company** (founded 2015, Hô-Chi-Minh-Ville): **Jasmine IPA, Passion Fruit Wheat Ale, Cyclo Stout** (cocoa, coffee) [Street Food Adventure+1Wikipedia+1](#).
 - **Heart of Darkness** (2016, Saigon): **Kurtz's Insane IPA, Dream Alone Pale Ale, Director's Cacao Nib Porter** [Street Food Adventure](#).
 - **East West Brewing Co**: ales, original stouts with Vietnamese ingredients (passion fruit, coconut, etc.) [Street Food Adventure](#).
 - **Innovative styles**: hoppy IPAs, chocolate-coffee stouts, fruity ales with passion fruit, chard, lemongrass, jasmine, local spice jerkins [Wikipedia+1Rambling Feet+1](#).
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☐ Awards

- Little information on global awards for industrial brands (SABECO, Huda, etc.).
- **Untappd Community Awards** lists the top-rated Vietnamese craft beers in 2024, but the exact listing is not public [Wikipedia+1Vietnam Airlines+1Untappd™ Community Awards+1Street Food Adventure+1](#).
- **C-Brewmaster** (microbrewery) won two major awards in 2024 at an Asian prize (Galaxy Play or similar) for original beers (fruit, coffee, phở)

Approximate number of beers created in Vietnam

- The Vietnamese market will have around **98 active breweries** by 2022 (mainly microbreweries).

worldbeerawards.commrfa.org+2Wikipedia+2b-company.jp+2.

- Players such as **Pasteur Street Brewing Company** claim to have produced **over 200 distinct beers** within their range alone in [2022Vietnam Briefing+3Jovel Chan+3Street Food Adventure+3](#).
- The craft scene is growing fast: by 2018, **31 microbreweries** had emerged (production ~31,000 hL), today there are around 40+ or even **more than a hundred local recipes** often renewed or [seasonalVietceteraVietnam BriefingStreet Food Adventure](#).

👉 **Conclusion:** we can estimate that **there are several hundred**, or even **over a thousand Vietnamese beers**, especially if we include limited, seasonal editions, local collaborations, fruity beers and specials. It is therefore unrealistic to list them all here, but we can easily count **> 200-300 craft creations**, not counting those produced informally or by hand.

Cambodia

☐ Main brands and characteristics

- **Angkor Beer** (Cambrew / Carlsberg Cambodia, Sihanoukville): 5% ABV light lager, emblematic of the country, widely sold as "My Country, My Beer" - the most consumed in Cambodia [Cambodia Investment Review+6Wikipedia+6Wikipedia+6](#).
- **Klang Beer, Bayon Beer** (Cambrew): strong (≈ 6% for Klang) or lighter (≈ 4.6% for Bayon) lagers, available locally [Seripheap+3Wikipedia+3Wikipedia+3](#).
- **Angkor Extra Stout and Black Panther Premium Stout**: robust stouts (≈ 8% ABV) distributed in 330-640 ml bottles [Wikipedia+7Wikipedia+7Wikipedia+7](#).
- **Anchor, Tiger, Crown Gold, ABC Stout** (Heineken Cambodia in Phnom Penh) [Astute Analytica+2Wikipedia+2Cambodia Investment Review+2](#).
- **Cambodia Beer** (Khmer Beverages, Phnom Penh): secondary, newer national lager, often positioned as local native [kiripost.com+4Wikipedia+4Seripheap+4](#).

||| Annual per capita consumption

- Around 2018: approx. **6.6 L/year** [GlobeNewswire+1Cambodia Investment Review+1](#).
- Estimated at **57.33 L/year** in 2024 (~1.1 billion liters consumed, down slightly from peak at 57.3 L/year in 2021) [GlobeNewswire+1phnompenhrealestate.net+1](#).
- Cambodia ranks **21^e in the world** for beer/person consumption - ~96% of alcohol consumed is beer [cambodianess.com+1reportingasean.net+1](#).
- The market is worth around **1.117 billion USD in 2024**, with growth forecast at **2.43 billion USD by 2033**, CAGR ~9% [Astute Analytica](#).

□ Taste subtleties & market dynamics

- The dominant beers are **light, refreshing, low-bitter lagers**, perfectly suited to Cambodia's hot, humid climate [Astute Analytica+2Seripheap+2Cambodia Investment Review+2](#).
- Stouts like Angkor Extra Stout or Black Panther add a stronger malty alternative for consumers seeking depth [Cambodia Investment Review+5Wikipedia+5Wikipedia+5](#).
- The market is largely dominated by macro-breweries (≈ 63% of volume) but the rise of craft and premium is gaining ground, particularly in urban and tourist areas [Astute Analytica+1Cambodia Investment Review+1](#).

□ Craft beers / microbreweries

- There will be **around 45 craft breweries** in 2024 (vs ~35 in 2022), producing around **120 different varieties of** [Astute AnalyticaWikipedia](#) craft beer.
- **Kingdom Breweries** (founded 2009, Phnom Penh) is Cambodia's largest Cambodia and serves as a production hub for over 30 independent brewers in Southeast Asia. They produce **Clouded Leopard Pilsener, IPA, Mango IPA, White Wheat** and more. [Wikipedia+1Wikipedia+1](#).
- Other notable establishments include **Riel Brewing & Distilling, Fuzzy Logic, Flowers Nanobrewery** in Phnom Penh; **Projekt Brews, Notorious Bong** in Kampot

; **Brew Khnear, Apple** in Siem Reap [Wikipedia+1LinkedIn+1](#).

- **CBAC** (Cambodia Craft Beer Association) organizes competitions like *Master of Craft*, promotes collaboration, support, and visibility of the local craft movement [LinkedIn+1Wikipedia+1](#).

□ Awards

- **Angkor Extra Stout: Grand Gold** at Monde Selection in **2011**; **Angkor Premium Beer** (lager): **Gold Medal** in **2013** [Wikipedia+2Wikipedia+2Wikipedia+2](#).
- **Kingdom Breweries - Clouded Leopard Pilsener: Gold Quality Award** at Monde Selection in **2011** [Wikipedia](#).
- Some local/asian awards for craft breweries (via CBAC), but little public data specified on each beer.

Thailand

□ Main brands & characteristics

- **Singha** (Boon Rawd Brewery, founded 1933)
 - Standard lager (~5% ABV), light version (~4.5%). Thailand's most emblematic premium brand [Asia Brewers Network+11Wikipedia+11iamkohchang.com+11](#).
- **Leo Beer** (Boon Rawd Brewery)
 - A softer, more accessible lager, produced to reach a wide domestic audience [KIRIN - Kirin Holdings Company. Limited+3Wikipedia+3Wikipedia+3Wikipedia](#).
- **Chang Beer** (Thai Beverages)
 - Standard lager (~5% ABV), repositioned in 2015 with added rice, green bottle. Significant market share (~34%) [Untappd™ Community Awards+10Wikipedia+10Wikipedia+10](#).
 - Awards: **Gold** at Australian International Beer Awards (1998), **Gold** at World Beer Championships (2008), **Gold** at Monde Selection 2018 for

Chang Classic [Wikipedia+2Wikipedia+2Wikipedia+2](#).

- **Archa, Federbräu, Phuket Beer, Siam, Cheers, Tiger, Heineken**
 - Archa (Thai Beverages), Federbräu and Phuket Beer (briefly produced under Reinheitsgebot), Siam export only, Cheers & Tiger & Heineken via TAPB (Thai Asia Pacific Brewery) at Nonthaburi plant (~4% market share) [Reddit+9Wikipedia+9iamkohchang.com+9](#).
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Annual per capita consumption

- In 2021: **≈ 25.7 L /year** (low compared to other Southeast Asian countries); recent peak: **30.9 L in 2016**, low at **24.3 L in 2018** [Helgi Library](#).
 - For 2023: consumption of **1.87 L of pure alcohol**, placing Thailand in world rank 86 according to NationMaster [NationMaster](#).
 - Gross volume estimates: around **35 kg of beer per capita in 2024** (≈ 35 L) with slight decline expected to **36.1 kg in 2028** according to ReportLinker, indicating a plateau or small increase [reportlinker.com+1reportlinker.com+1](#).
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Taste subtleties & market dynamics

- **Refreshing, slightly bitter classic lagers** dominate the consumer market (Singha, Chang, Leo).
- The **market is oligopolistic**:
 - **Boon Rawd Brewery** (Singha, Leo) holds ~58% of the market.
 - **Thai Beverages** (Chang, Archa) controls ~34% [Wikipedia+12Wikipedia+12Wikipedia+12](#).
- **Heavy legal constraints** for microbrewers: only companies producing more than 1 million liters/year or brewpubs >100,000 L/year are legally authorized, which hinders the expansion of craft [Wikipedia+1iamkohchang.com+1](#).
- Recent situation: updating of the legal framework in late 2024 - early 2025, aimed at facilitating the emergence of small legal brewpubs by lowering thresholds and equalizing taxes with the big players [RedditAsia Brewers Network](#).

□ Craft beers / microbreweries

- The craft segment remains very marginal (< 1% of total volume) iamkohchang.com[SAGE Journals](https://www.sagepub.com/journals).
- **TIBA 2025** (Thailand International Beer Awards): first national edition organized in June 2025 by the craft association, 111 beers in competition, 75 medals awarded (15 Gold, 43 Silver, 17 Bronze) bangkokbeerguide.com+2[Asia Brewers Network](http://AsiaBrewersNetwork.com)+2bangkokbeerguide.com+2.
 - Vana Brewing: 2 gold medals (Crispy Boy Pilsner, Hommali Jasmine Rice Lager), 2 silver, 1 bronze.
 - Wizard Brewery: 2 gold (Love Is Wheat Beer, Zilalom Im-Stout), 1 silver, 2 bronze.
 - Call Me Papa Brewhouse: 7 medals (1 gold for Dynaboot IPA, 5 silver, 1 bronze) [Asia Brewers Network](http://AsiaBrewersNetwork.com).
- Examples of IPAs, pilsners and lagers with jasmine or local spices are beginning to emerge thanks to these award-winning microbreweries.

□ Awards

- **Chang Beer**: Gold medal at Australian International Beer Awards 1998, Gold at World Beer Championships 2008, Gold at Monde Selection 2018 for Chang Classic [Wikipedia](https://www.wikipedia.org)+2[Wikipedia](https://www.wikipedia.org)+2[Wikipedia](https://www.wikipedia.org)+2.
- **Phuket Beer**: first Thai beer to win a **Gold Medal at Monde Selection in 2006**, then several Gold Medals until 2010 [Wikipedia](https://www.wikipedia.org)+1[Wikipedia](https://www.wikipedia.org)+1.
- **Thai Craft Wheat Beer (Thai Spirit Industry Co.)**: Silver at World Beer Awards 2024, herb & spice style (~4.7% ABV) [Asia Brewers Network](http://AsiaBrewersNetwork.com)+5worldbeerawards.com+5[Reddit](https://www.reddit.com)+5.
- **TIBA 2025**: awards the best craft beers of the year (various recipients detailed above) bangkokbeerguide.com+2[Asia Brewers Network](http://AsiaBrewersNetwork.com)+2bangkokbeerguide.com+2.

Philippines

☐ Main brands & characteristics

- **San Miguel Pale Pilsen** - produced by **San Miguel Brewery (San Miguel Corporation)**, launched in 1890, historic market leader in the Philippines [sanmiguelbrewery.com.ph+2Wikipedia+2Wikipedia+2](#).
 - Other major brands: **San Mig Light** (light version), **Red Horse Beer** (extra-strong lager ~6.9% ABV, import/export) introduced in 1982 by San Miguel [Wikipedia+1Wikipedia+1](#).
 - **Asia Brewery** (Lucio Tan group) produces competing brands: Beer Na Beer, Colt 45 (under license), Max Beer, Manila Beer, and also Carlsberg under license [Wikipedia+1Wikipedia+1](#).
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☒ Annual per capita consumption

- Average annual consumption: **approx. 6.26 L / person / year** (2023) [Wikipedia+2Seasia.co+2Wikipedia+2](#).
 - As a guide, alcohol accounts for a high proportion of alcoholic beverages, although spirits dominate the distilled spirits market (~72%) [Wikipedia](#).
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☐ Taste subtleties & the bio-macro market

- The major brands (San Miguel, Red Horse, Beer Na Beer) are classic lagers: light to medium-bodied in taste, San Miguel is mild and not very bitter, while Red Horse is more full-bodied and malty.
 - The market is largely dominated by two players: **San Miguel Corporation** (~88% of sales) and **Asia Brewery** (second largest producer) [Wikipedia+2Wikipedia+2Wikipedia+2](#).
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□ Craft beers / microbreweries

- The Philippine craft beer scene is rapidly emerging. Notable microbreweries: **Cebu Brewing Company**, **Baguio Craft Brewery**, **Elias Wicked Ales & Spirits**, **Mitchell's Backyard Brewery**, **Engkanto Brewery**, **Katipunan Craft Ales**, etc. [Wikipedia+5Mosaic Solutions+5YouTube+5](#).
 - Recent examples:
 - *Elias Wicked Ales & Spirits*: their American IPA won **bronze at the Asia Beer Championship 2021** [Mosaic Solutions](#).
 - *Mitchell's Backyard Brewery*: **silver in 2019, gold in 2021** at Asian competitions (MGM Open Cup, Asian Beer Championship) [Mosaic Solutions](#).
 - *Engkanto Brewery*: prestigious "High Hive Honey Ale", named best beer in the world in its category (honey/syrup) at the **World Beer Awards 2024**, and accumulated **six distinctions in total** at this edition [Facebook+2Philstar+2SunStar Publishing Inc.+2](#).
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□ Awards

Beer / Microbrewery	Distinction & Year
Red Horse Beer	Gold (AIBA 2014, 2018), Trophy (Best International Lager 2015), Silver (BTI 2016) Wikipedia+2Wikipedia+2Wikipedia+2
Elias Wicked Ales (IPA)	Bronze, Asia Beer Championship 2021 Mosaic Solutions
Mitchell's Backyard Brewery	Silver 2019, Gold 2021 (Asian competitions) Mosaic Solutions

Engkanto
High Hive
Honey Ale

World's Best Beer (flavored honey/maple) 2024+ 6 awards
in total (WBA 2024) [PhilstarSunStar Publishing Inc.](#)

South Korea

☐ Main brands and characteristics

- **OB (Oriental Brewery)**: dominant brand with **Cass Fresh**, **Cass Red** (~6.9% ABV), **OB Golden Lager** (all-malt) and **Cafri** (light, ~4.2% ABV) [Wikipedia+2Wikipedia+2Wikipedia+2](#).
- **HiteJinro**: produces **Hite**, **Max** (100% malt), **Dry D**, **S**, **Stout**, **Prime Draft**, **Queen's Ale**, and other brewing experiments [Wikipedia+1Wikipedia+1](#).
- **Kloud** (Lotte Liquor, launched in 2014): all-malt lager enriched with German hops, [Wikipedia](#) premium aim.

☒ Per capita consumption & global market

- In **2023**, consumption≈ **42.11 kg (≈ 42 L) per capita**, expected to rise slightly to **42.56 kg in 2024-2028** [reportlinker.com](#).
- The beer market was worth≈ **21.14 billion USD in 2024**, estimated to grow at a **CAGR of 4.6%** to reach≈ **33 billion USD in 2034** [apps.fas.usda.gov+4expertmarketresearch.com+4LinkedIn+4](#).

☐ Taste subtleties & market dynamics

- Mainly industrial beers made from rice, corn or tapioca with low malt content (~7%); notable exceptions: **Max (Hite)** and **OB Golden Lager**: 100% malt [Wikipedia+1Wikipedia+1](#).

- Market historically dominated by **Hite-Jinro** and **OB/Anheuser-Busch InBev** since 1930-1990 [Wikipedia+1Wikipedia+1](#).
 - **Beer imports**: peaked at **310 M USD in 2018**, then fell during the pandemic, but rose again to **218 M USD in 2023** (+11.8% vs 2022) [apps.fas.usda.gov](#).
 - Overall alcohol consumption down **12% since 2015**, particularly in non-business nightlife [Reuters](#).
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□ **Craft beers / microbreweries**

- South Korean regulations were relaxed in **2014**, allowing microbreweries to flourish. Despite this, they account for just **0.7% of volume in 2019**, or **≈ 15,331 hL shipped** [Wikipedia+2apps.fas.usda.gov+2Wikipedia+2](#).
 - The number of microbreweries has risen from 64 in 2015 to around 150 in 2019, growing at ~19% per year [apps.fas.usda.govWikipedia](#).
 - Some notable microbreweries:
 - **The Booth Brewing Co.** (Seoul, founded 2015): **Kukmin IPA**, **Dae-Dong Gang Pale Ale**, **Summer Zen Ale**, with a "Best Craft Beer" award at the Korea Wine & Spirits Awards 2017 [The South of Seoul Blog+3Wikipedia+3Wikipedia+3](#).
 - Other players: **Magpie Brewing**, **Galmegi**, **Gorilla Brewing**, **The Hand and Malt**, **Budnamu**, **Praha 993**, **Stevens Brewing**, **Craftworks Taphouse**, etc. [Wikipedia+1Wikipedia+1](#).
 - Local craft market valued at **≈ 323 million USD in 2023**, estimated to grow with CAGR of ~8.2-8.5% by 2033 [expertmarketresearch.com+1LinkedIn+1](#).
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□ **Notable awards**

- **The Booth - Kukmin IPA**: "Best Craft Beer" award at the 2017 Korea Wine & Spirits Awards [Wikipedia](#).
- Numerous medals awarded to Korean microbreweries at regional competitions (Korea Intl. Beer Awards, Asia Beer Championship), including Pyeongchang-based breweries such as **White Crow Brewing**, awarded in 2025 for their seasonal and experimental creations [The South of](#)

[Seoul Blog.](#)

- The South Korean craft market is hailed for its taste innovations (local ingredients, low-calorie, low-alcohol, sours, IPAs, ginseng beers, etc.)
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