

The power of the middleweights

Asean sub-regions ranked by consumption (revenue) in 2016

□ MEGA-CITIES* ■ MIDDLEWEIGHTS**

RANK	BEER	SOFT DRINK***	CHOCOLATE	CIGARETTES	MOISTURISER
1	Bangkok	Manila	Manila	Jakarta	Bangkok
2	Singapore	Bangkok	Singapore	Bangkok	Singapore
3	Ho Chi Minh City	Ho Chi Minh City	Bangkok	Singapore	Jakarta
4	Hanoi and Ha Tay	Cebu	Jakarta	Manila	Manila
5	Nakhon Ratchasima	Singapore	Kuala Lumpur	Ho Chi Minh City	Ho Chi Minh City
6	Dong Nai	Kuala Lumpur	Bandung Kota	Karawang Kab	Nakhon Ratchasima
7	Chiang Mai	Jakarta	Surabaya Kota	Kuala Lumpur	Chonburi
8	Da Nang	Cavite	Karawang Kab	Bogor Kab	Kuala Lumpur
9	Nghe An	Negros Occidental	Bekasi Kab	Bandung Kota	Rayong
10	Binh Duong	Hanoi and Ha Tay	Petaling	Surabaya Kota	Hanoi and Ha Tay

* Regions with a population of more than 5 million inhabitants in 2015.

** Regions with a population of more than 500,000 and less than 5 million inhabitants in 2015.

*** Includes carbonated soft drinks, isotonic drinks and sport drinks.