

Carlsberg Asia launches Digital Acceleration Program to drive future growth across Asia

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A new chapter is underway at Carlsberg Asia, as the brand outlines a future-facing digital roadmap anchored in strategic collaborations with three of Asia's major O2O and quick commerce platforms – Meituan, Grab and Delivery Hero. The initiative comes at a pivotal time, as digital behaviours continue to transform how people discover, shop, and engage with brands. The Digital Acceleration Program aims to future-proof its commercial model, infuse AI and data into core operations, and redefine beer experiences for the next generation of consumers across the eight key Asia markets, and further expand beyond.

Building on a strong year of digital sales growth in 2024, underpinned by strategic MoU signings and multiple brand activations, the Program is designed to empower and integrate with digital partners while cementing Carlsberg's position as a leader in the beer industry. In the coming years, Carlsberg Asia aims to drive deeper use of data and insight from digital platforms to unlock beer consumption occasions in order to understand each target market's consumer behaviours, to broaden region-wide partnerships and enhance cross-market synergy, and to accelerate online-to-offline commerce and further support the brand's local penetration.

"We see our digital partners not just as platforms, but as strategic growth engines," says Arindam Varanasi, Vice President, Commercial Asia, Carlsberg. "This is the boldest partnership at Carlsberg Asia to date. The success of our digital sales on e-commerce platforms last year is a testament to the power of collaboration and innovation. By joining forces with Meituan, Grab, and Delivery Hero, we are eager to deepen these partnerships to unlock mutual growth opportunities."

"As we move forward with our Digital Acceleration Program, we are looking forward to continuously making our Carlsberg brands portfolio more relevant, to build a digitally connected ecosystem that enhances every touchpoint of the consumer journey from discovery to delivery, also to elevate consumer experiences through convenience and relevance while reinforcing our commitment to celebrating responsibly," says João Abecasis, Executive Vice President, Asia, Carlsberg.