



Euromonitor
International

Tea in Singapore

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Potential for on-trade volume sales and retail value growth of tea as retail volume stagnates in 2024.
Black tea remains dominant, but green and fruit/herbal teas gain momentum, alongside health and wellness trend
Leader Lipton faces growing competition from higher-end tea brands and RTD tea

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DISCLAIMER

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