



**Euromonitor
International**

Hot Drinks in Singapore

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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- Coffee sees shift towards more health-focused options
- Growth in foodservice is being driven by expanding chained coffee shop landscape
- Sustainability and ethical sourcing trends persist in 2024

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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

PROSPECTS AND OPPORTUNITIES

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Other Hot Drinks in Singapore

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Leading brands target impulse consumption through RTD offerings

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