



# Bottled Water in Singapore

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Flat performance for bottled water
- Functional bottled water faces competitive challenges
- Premium bottled water struggles to gain traction with local consumers amid general economic uncertainty

PROSPECTS AND OPPORTUNITIES

- Blurring of lines between carbonates and sparkling flavoured bottled water
- Sustainability initiatives will continue to gain traction
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