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International

# Soft Drinks in Singapore

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Bottled Water in Singapore

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

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- Impact of rising carbon tax presents opportunities and challenges
- Health-conscious consumers drive shift to reduced-sugar carbonates, despite concern over artificial sweeteners

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Mixed fortunes for powder concentrates

Coffee liquid concentrates represent niche, yet convenient alternative

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RTD Coffee in Singapore

KEY DATA FINDINGS

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Demand for reduced sugar options spurs innovation in RTD coffee  
“Bean-free” coffee makes its debut amid growing sustainability concerns

PROSPECTS AND OPPORTUNITIES

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