

# Carbonates in Singapore

January 2025

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## Carbonates in Singapore - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Coca-Cola and PepsiCo innovate with smart vending solutions to enhance customer experience

Impact of rising carbon tax presents opportunities and challenges

Health-conscious consumers drive shift to reduced-sugar carbonates, despite concern over artificial sweeteners

### PROSPECTS AND OPPORTUNITIES

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Innovative collaborations will stimulate consumer interest.

Foodservice will remains key channel for carbonates brands

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