



Euromonitor
International

RTD Coffee in Singapore

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Producers struggle with rising coffee bean prices
- Demand for reduced sugar options spurs innovation in RTD coffee
- “Bean-free” coffee makes its debut amid growing sustainability concerns

PROSPECTS AND OPPORTUNITIES

- Competition from chained foodservice players is expected to intensify, placing pressure on RTD coffee brands
- RTD coffee will face strong competition from customisable options and affordable local alternatives
- Vending machines selling freshly prepared coffee could place pressure on RTD variants

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Soft Drinks in Singapore - Industry Overview

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