



Euromonitor
International

Health and Wellness in Singapore

August 2024

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Health and Wellness in Singapore

EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Health and ethical concerns pushing consumers towards non-dairy hot drinks in Singapore
- Good source of vitamins is leading claim within health and wellness hot drinks in 2023
- Nutri-Grade system influencing the development of instant coffee in Singapore

PROSPECTS AND OPPORTUNITIES

- Nutri-Grade scheme expected to have a growing influence on demand and new product development
- Changing dietary habits could benefit vegetarian hot drinks
- Further innovation expected in tea as players look to offer products that boost health and improve wellbeing

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HW Soft Drinks in Singapore

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2023 DEVELOPMENTS

- Players turn to smaller pack sizes and new product development in response to the new Nutri-Grade system
- Sales of natural soft drinks thriving in Singapore thanks to healthier image and new product development
- Lactose free growth driven by interest in particular diets

PROSPECTS AND OPPORTUNITIES

- Nutri-Grade system expanded to the foodservice channel with players working to achieve an improved rating
- New regulations and rising health concerns present challenges and opportunities for sports drinks
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Economic pressures present challenges for producers of health and wellness snacks

Natural snacks benefiting from a healthy image

Hypoallergenic appeals to more consumers with dietary concerns

PROSPECTS AND OPPORTUNITIES

Strong demand for healthier snacks expected over the forecast period

Growth predicted for vegan and plant-based snacks, driven by changing lifestyles and concerns over environment and animal welfare

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Consumers turn to fortified/functional dairy products to improve their nutritional intake

Skin health rises in significance within health and wellness dairy products and alternatives in 2023

PROSPECTS AND OPPORTUNITIES

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Natural and organic claims proving popular among health conscious consumers

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Government initiatives set to drive product innovation, but delivering on taste will remain key

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Popularity of vegetarian staple foods driven by health and wellness trend

Instant noodles benefiting from the arrival of healthier options

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Vegan, vegetarian and plant-based staple foods offer further growth potential

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