



Juice in Singapore

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Decline in juice consumption amid growing health concerns
- Coconut and other plant waters face ongoing challenges
- Players leverage foodservice collaborations to boost visibility

PROSPECTS AND OPPORTUNITIES

- Packaged juices may face intensified competition from foodservice kiosks
- Packaged juices to target health-conscious consumers with low-calorie and premium offerings.
- Declining birth rate will pose challenge for juice drinks

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Soft Drinks in Singapore - Industry Overview

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