



Sports Drinks in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks players drive further growth through event sponsorships and community engagement initiatives

Sports drinks support hydration and recovery in Singapore's tropical climate.

Sports drinks navigate challenges amid sugar concerns and rise of healthier alternatives

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Decline in physical activity levels poses challenge for sports drinks players

Sports drinks will capitalise on international sports events, while seeking to boost community engagement

Established brands expected to maintain popularity

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