



HW Soft Drinks in Singapore

August 2024

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KEY DATA FINDINGS

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

Juice expected to see an increased focus on re-establishing it as a healthy soft drinks option

MARKET DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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