

Tea in Singapore

Market Direction | 2023-01-11 | 23 pages | Euromonitor

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Report description:

In light of rising inflation, local retailers have been prioritising affordability to sustain consumption levels in Singapore. In 2022, leading modern grocery retailers such as FairPrice and DFI extended their private label lines to include tea. DFI's Meadows is available in black and fruit/herbal in a bag format in addition to instant tea, along with FairPrice's eponymous offering within black and green tea bags. Private label tea tends to focus on offering affordability; FairPrice black tea ba...

Euromonitor International's Tea in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
January 2023

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TEA IN SINGAPORE

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Private label attempts to compete by offering affordability amid inflation

Lack of response to Nutri-Grade by instant tea producers threatens regulation efficacy

Herbal/traditional medicinal tea drives retail growth with resumption of mobile lifestyles

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Health positioning of tea will remain relevant for need fulfilment

Decaffeinated tea emerges amid rising health consciousness

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