Energy Drinks in Singapore

Market Direction | 2023-01-01 | 29 pages | Euromonitor

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Report description:

Despite Nutri-Grade labelling for beverages coming into effect at the end of 2022, the response from incumbent players has been limited. As such, a significant share of energy drinks will be subject to mandated labelling amidst exceeding 5% sugar content (grades C and D), along with being prohibited from mass media advertising amidst exceeding 10% in sugar content (grade D). For instance, Red Bull is in grade D across both regular (Red Bull Classic and Red Bull Silver) as well as reduced sugar (...

Euromonitor International's Energy Drinks 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?
* Get a detailed picture of the Energy Drinks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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