

Sports Drinks in Singapore

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

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Report description:

With Nutri-Grade coming into effect at the end of 2022, dominant sports drinks brand 100 Plus reformulated all its products to fit within grade B (5% or lower in sugar), where deterrent labelling is not mandated. Both 100 Plus reduced sugar and regular variants are in the same grade, as the reduced sugar variant contains sweeteners, which prevents it from being considered grade A. By contrast, second-placed Pocari Sweat is still in grade C, where labelling is mandated, as the brand has retained...

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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.

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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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