

Energy Drinks in Singapore

Market Direction | 2023-12-22 | 31 pages | Euromonitor

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Report description:

Off-trade volume growth of energy drinks in Singapore in 2023 is expected to be relatively stagnant, with only negligible growth, and this performance is expected to be maintained in the coming years. The sustained consumption of energy drinks can partly be attributed to the full resumption of nightlife, prominent events such as the F1 Grand Prix, the influx of tourists, as well as the resumption of large-scale construction activities. However, as the energy drinks category in Singapore matures,...

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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2023 DEVELOPMENTS

Energy drinks sees only low off-trade volume growth

Growing prominence of more natural, alternative energy drinks, such as yerba mate beverages

Energy drinks faces headwinds from media reports on the potential harm to health of the artificial sweetener aspartame

PROSPECTS AND OPPORTUNITIES

Concern regarding caffeine levels in new energy drinks

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