

## **Hot Drinks in Singapore**

Market Direction | 2023-12-21 | 38 pages | Euromonitor

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### **Report description:**

Retail value sales of hot drinks in Singapore continue to grow in 2023, while retail volume sales are stagnating. Coffee is the strongest performer in retail value growth terms, while demand through retail is flat (albeit above pre-pandemic levels) as greater mobility outside of the home continues to drive foodservice sales. Nevertheless, fresh ground coffee pods through retail remain dynamic, driven by demand for convenience and investment in pod coffee machines during the pandemic. Coffee manu...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, 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 Hot 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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Rising prices of foodservice coffee due to GST hike and supply chain disruptions, while at-home consumption continues to be driven by fresh ground coffee pods

Instant coffee mixes lack differentiation in Nutri-Grade within brand portfolios, while instant standard coffee benefits

Sustainability trends in bean sourcing and packaging to persist in coffee

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Chocolate-based flavoured hot drinks lack variety of drinking occasions, impacted by growing wellness trends

#### PROSPECTS AND OPPORTUNITIES

Further sugar reduction is unlikely in malt-based hot drinks

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