

RTD Coffee in Singapore

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Report description:

Off-trade volume sales of RTD coffee are set to show a slight decline in 2023, signalling a return to the pre-pandemic trend as consumers resume their normal routines. This stagnation in off-trade sales suggests that consumers, who heavily relied on at-home consumption during pandemic lockdowns and restrictions, are now shifting their preference back to on-the-go options as daily life normalises. While the convenience and portability of RTD coffee have traditionally made it a popular choice for...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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RTD COFFEE IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales of RTD coffee are gradually normalising to the pre-pandemic level

Greater presence of RTD coffee products from Japan

Opportunity for reduced sugar RTD coffee options

PROSPECTS AND OPPORTUNITIES

RTD coffee faces competition from foodservice as new entrants use aggressive promotions and unique offerings to appeal to consumers

Limited adoption of novel RTD coffee in flexible plastic pouches

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