

## **HW Soft Drinks in Singapore**

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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### **Report description:**

Amid upcoming tightened regulations on the advertising of high sugar drinks and ongoing inflationary pressures, soft drinks are expected to downsize in terms of pack sizes to better accommodate impulse consumption occasions. Commencing on 30 December 2022, the Singapore government imposed colour-coded mandatory nutritional labelling for pre-packaged beverages. The Nutri-Grade scheme dictates that Nutri-Grade beverages considered Grade C or D (indicating higher than 5g of sugar and/or greater tha...

Euromonitor International's HW Soft Drinks in Singapore report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW Soft 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

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##### 2022 DEVELOPMENTS

Indulgent consumption through smaller pack sizes

Natural remains leading claim within health and wellness soft drinks in Singapore

Lactose free growth driven by interest in particular diets

##### PROSPECTS AND OPPORTUNITIES

Potential for sparkling flavoured water and non-cola carbonates to grow in light of restrictions on high sugar soft drinks

Further development of no sugar soft drinks supported by regulations and rising health concerns

Skin health could see growth as consumers focus on beauty from within

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#### HEALTH AND WELLNESS IN SINGAPORE

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Overview

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