

Carbonates in Singapore

Market Direction | 2023-12-22 | 36 pages | Euromonitor

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Report description:

On-trade volume sales of carbonates are set to record another year of growth in 2023, continuing to rebound after the decline seen in 2020, with growth being driven by reduced sugar carbonates. Meanwhile, off-trade volume growth of carbonates is expected to continue to see a slight decline in 2023, with movements primarily occurring between regular and reduced sugar carbonates, as consumers increasingly prioritise their health and wellness. Leading carbonates brands have collaborated with foodse...

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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CARBONATES IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

On-trade volume growth of carbonates remains resilient in 2023, while off-trade volumes see a moderate decline

Sustained volume growth for reduced sugar carbonates, but it faces headwinds from mass media articles on the safety of aspartame

Technological advances integrated into marketing efforts within distribution channels and flavour innovation

PROSPECTS AND OPPORTUNITIES

In the face of rising costs, brands will leverage pack mix

Sustainability expected to become a greater focus, with a rise in the carbon tax set to be implemented in 2024

Ageing population and declining birth rate expected to put pressure on key demographic for carbonates

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