

Sports Drinks in Singapore

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

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Report description:

Sports drinks in Singapore is set to record another year of positive total volume growth in 2023, benefiting from the full-scale hosting of various sporting events and the resumption of community running clubs across the island. Leading sports drinks brand 100 Plus collaborated with the renowned Standard Chartered Singapore Marathon (SCSM) in December 2023, which attracts participants from over 70 countries worldwide. While the turnout for SCSM in 2023 reached its highest level since the pandemi...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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Table of Contents:

Sports Drinks in Singapore
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List Of Contents And Tables

SPORTS DRINKS IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth in sports drinks supported by the return to hosting sporting events and community activities

Government health associations continue to focus on sugar reduction in beverages, including sports drinks

Movement of sports drinks beyond hydration to target other need states

PROSPECTS AND OPPORTUNITIES

Potential for more natural sports drinks over the forecast period

Competitive landscape of sports drinks expected to remain relatively consolidated

Potential for initiatives in terms of sustainability

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

SOFT DRINKS IN SINGAPORE

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Singapore

Trends

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SOURCES

Summary 1 Research Sources

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