

## **HW Soft Drinks in Singapore**

Market Direction | 2024-08-08 | 15 pages | Euromonitor

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### **Report description:**

On 30 December 2022, the Singapore government imposed colour-coded mandatory nutritional labelling for 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 than 1.2g of saturated fat per 100ml of product) must be labelled to alert consumers. Within soft drinks, categories which typically have a high sugar content, such as energy drinks, carbonates, and Asian speciality drinks, fall under the mand...

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 2019-2023, 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 2028 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.

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HW SOFT DRINKS IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players turn to smaller pack sizes and new product development in response to the new Nutri-Grade system

Sales of natural soft drinks thriving in Singapore thanks to healthier image and new product development

Lactose free growth driven by interest in particular diets

PROSPECTS AND OPPORTUNITIES

Nutri-Grade system expanded to the foodservice channel with players working to achieve an improved rating

New regulations and rising health concerns present challenges and opportunities for sports drinks

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MARKET DATA

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HEALTH AND WELLNESS IN SINGAPORE

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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