

## **Hot Drinks in Singapore**

Market Direction | 2024-11-15 | 38 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

In 2024, the hot drinks market in Singapore is expected to see flat performance in total volume terms, largely due to a combination of regulatory changes and reduced consumer spending power. One of the key regulatory changes that will affect the market is the increase in the Goods and Services Tax (GST) rate, which jumped from 8% to 9%, effective from 1 January 2024. This increase will likely push up the price of a wide range of goods, including hot drinks. As a result, consumers may become more...

Euromonitor International's Hot 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 2019-2023, 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in Singapore  
Euromonitor International  
November 2024

### List Of Contents And Tables

#### HOT DRINKS IN SINGAPORE

##### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 3 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 4 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2020-2024

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024

Table 13 □ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024

Table 14 □ Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 15 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2024

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 17 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 21 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 23 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 24 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 25 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### COFFEE IN SINGAPORE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Coffee sees shift towards more health-focused options

Growth in foodservice is being driven by expanding chained coffee shop landscape

Sustainability and ethical sourcing trends persist in 2024

#### PROSPECTS AND OPPORTUNITIES

Fresh ground coffee pods set for strong growth

Speciality coffee is expected to gain momentum

Out-of-home coffee consumption is expected to thrive

#### CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2019-2024

Table 27 Retail Sales of Coffee by Category: Value 2019-2024

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 29 Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024

Table 31 NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 32 LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 34 Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

#### TEA IN SINGAPORE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Potential for on-trade volume sales and retail value growth of tea as retail volume stagnates in 2024.

Black tea remains dominant, but green and fruit/herbal teas gain momentum, alongside health and wellness trend

Leader Lipton faces growing competition from higher-end tea brands and RTD tea

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will drive growth in tea, with focus on affordable luxury segment

Tea will be increasingly viewed as meaningful gifting option

Polarisation in tea market: premium versus value-driven options

#### CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2019-2024

Table 38 Retail Sales of Tea by Category: Value 2019-2024

Table 39 Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 40 Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 41 NBO Company Shares of Tea: % Retail Value 2020-2024

Table 42 LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 43 Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 44 Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

#### OTHER HOT DRINKS IN SINGAPORE

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Health concerns and rise of alternative beverages lead to decline in retail demand, but foodservice sales continue to thrive

Rising cocoa and sugar prices impact production costs

Leading brands target impulse consumption through RTD offerings

#### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Flat performance for other hot drinks as market shifts focus to adult consumers  
Health and wellness trends and limited innovation will impact chocolate-based drinks  
Consolidation will continue to define the market

CATEGORY DATA

- Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 48 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 56 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

## Hot Drinks in Singapore

Market Direction | 2024-11-15 | 38 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com