

## **Other Hot Drinks in Singapore**

Market Direction | 2024-11-15 | 23 pages | Euromonitor

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### **Report description:**

The market for other hot drinks in Singapore is expected to see a decline in retail volume in 2024, largely driven by the decrease in malt-based beverages, which has long been dominated by Nestle Singapore Pte Ltd's Milo brand. Despite ongoing efforts by Nestle to reformulate its products with lower sugar content or to fortify them with additional nutrients, the perception of these drinks as overly sugary indulgences remains a significant barrier. This is compounded by growing consumer sensitivity...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

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**Table of Contents:**

Other Hot Drinks in Singapore  
Euromonitor International  
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List Of Contents And Tables

**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**

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 1 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 2 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 10 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

**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 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

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Table 21	☐NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
Table 22	☐LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
Table 23	☐Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
Table 24	☐Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
Table 25	☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
Table 26	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
Table 27	☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
Table 28	☐Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
Table 29	☐Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
Table 30	☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 31	☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
Table 32	☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
Table 33	☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
Table 34	☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
Table 35	☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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