

## Tea in Singapore

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

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### Report description:

The market for tea in Singapore is expected to see continued stagnation in retail volume terms in 2024. The category is mature with limited potential to attract new consumers. This is in contrast to coffee, where retail demand continues to grow, due to the fact that coffee consumption is more deeply integrated into local consumers' lifestyles. While coffee is often seen as an essential part of the morning routine, tea lacks that same ubiquitous presence, resulting in fewer consumption occasions.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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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

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