

RTD Tea in Singapore

Market Direction | 2025-01-06 | 30 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The RTD tea market in Singapore is experiencing a shift towards reduced-sugar options, driven by increased health awareness among consumers. Brands are responding by launching new products and reformulating existing formulations to meet these preferences. Gryphon Tea Company, for example, has reformulated its Cold Brewed Sparkling Tea line to include "no added sugar" variants. At the same time, Fuze Tea introduced a new Peach Mint flavor in Singapore in June 2024, combining the sweetness of peac...

Euromonitor International's RTD 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 (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD 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 RTD 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.

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

www.scotts-international.com

Table of Contents:

RTD Tea in Singapore
Euromonitor International
January 2025

List Of Contents And Tables

RTD TEA IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued growth momentum for reduced sugar RTD tea
Competitive landscape remains led by long-standing brands
East Asian RTD tea brands see growing availability

PROSPECTS AND OPPORTUNITIES

Private label RTD tea brands set to gain traction amid economic uncertainty
Kombucha to remain niche, despite its growing popularity as healthy alternative
RTD tea faces competition from bubble tea and other foodservice outlets

CATEGORY DATA

- Table 1 Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 2 Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024
- Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

SOFT DRINKS IN SINGAPORE

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 21	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 23	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 25	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 27	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 28	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 29	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 30	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 31	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 32	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 33	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 34	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 35	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 36	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 37	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 39	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 45	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 47	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 49	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Singapore

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

RTD Tea in Singapore

Market Direction | 2025-01-06 | 30 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2026-02-09"/>
		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