



**Euromonitor
International**

Soft Drinks in Singapore

November 2025

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EXECUTIVE SUMMARY

Soft drinks sales rise with a focus on health and convenience

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INDUSTRY PERFORMANCE

Sales of soft drinks on the rise but players under pressure to adapt to evolving trends

Consumers looking for healthier options

Soft drinks continues to benefit from a strong focus on innovation

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Convenience and sustainability concerns likely to inform packaging choices

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WHAT'S NEXT?

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RTD Tea in Singapore

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