



**Euromonitor
International**

Asian Speciality Drinks in Singapore

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Asian Speciality Drinks in Singapore - Category analysis

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2025 DEVELOPMENTS

Asian speciality drinks lose out to modern and healthier alternatives

INDUSTRY PERFORMANCE

Asian specialty drinks continue decline as younger consumers prefer modern options

Consumers shifting to healthier alternatives

WHAT'S NEXT?

Asian specialty drinks set for a further decline

Brands must innovate to meet demand for health-oriented beverages

Convenient, sustainable packaging is essential for attracting urban consumers

COMPETITIVE LANDSCAPE

NutriWell retains the lead with ongoing investment in new product development

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Soft Drinks in Singapore - Industry Overview

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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

WHAT'S NEXT?

Sales set to grow fuelled by evolving consumer preferences and new innovations

Consumers expected to lean towards healthier options

Convenience and sustainability concerns likely to inform packaging choices

COMPETITIVE LANDSCAPE

Coca-Cola cements its lead with strong portfolio of brands and products

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