



Euromonitor
International

Health and Wellness in Singapore

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Health and Wellness in Singapore

EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

Growing reliance on health claims to inform product choices
Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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HW Hot Drinks in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players leverage health claims to drive sales

INDUSTRY PERFORMANCE

Low sugar trend is gaining traction in hot drinks
Good source of vitamins is prominent in other hot drinks
Natural claims are mostly in fresh coffee category

WHAT'S NEXT

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Sugar content could outweigh nutritional benefits
Tea also capitalises on natural claims

CATEGORY DATA

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HW Soft Drinks in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims support soft drinks

INDUSTRY PERFORMANCE

Nutri-Grade labelling and advertising bans impact soft drinks
Heavy focus on no sugar claims
Consumers seek out premium lines with natural claims

WHAT'S NEXT

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[HW Snacks in Singapore](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural is leading health and wellness claim

INDUSTRY PERFORMANCE

Players actively embrace health and wellness trends
Natural is the biggest claim in snacks
Gluten-free claims are gaining traction

WHAT'S NEXT

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[HW Dairy Products and Alternatives in Singapore](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural goodness gives the category strong health appeal

INDUSTRY PERFORMANCE

Nutri-Grade labelling regulations leave their mark
Drinking milk products stand out with good source of minerals claims
Probiotic claims stand out as one of the leading claims

WHAT'S NEXT

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[HW Cooking Ingredients and Meals in Singapore](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims gain traction

INDUSTRY PERFORMANCE

Strong emphasis on elevating health credentials
Natural claim stands out due to status of honey
Vegetarian claim is prominent in sauces, dips, and condiments

WHAT'S NEXT

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HW Staple Foods in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are more sophisticated and demanding

INDUSTRY PERFORMANCE

- More sophisticated health preferences drive staple foods
- High fibre is leading claim in staple foods
- Rice elevates appeal as good source of vitamins

WHAT'S NEXT

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