



**Euromonitor
International**

Other Hot Drinks in Singapore

November 2025

Table of Contents

Other Hot Drinks in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail value growth is achieved through premiumisation

INDUSTRY PERFORMANCE

Premiumisation and healthy nutrition drive retail value growth

Other plant-based hot drinks benefits from functional benefits

Foodservice volumes are high and rising

WHAT'S NEXT?

Health trends to reshape the future of other hot drinks in Singapore

Digital innovation to reshape other hot drinks in Singapore

Health policy and eco goals to drive innovation in other hot drinks in Singapore

COMPETITIVE LANDSCAPE

Nestlé maintains its dominance, driven by the success of Milo

Local player Tastyfood benefits from its focus on wellness and sustainability

CHANNELS

The dominance of supermarkets continues, due to a high physical presence

Digital convenience and demand for healthier products reshape distribution

CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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Hot Drinks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, price rises, and health all impact retail value sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth driven by price rises and rising demand for healthy variants

Coffee sees value dynamism due to premiumisation

Cost-effective foodservice outlets offering convenience and personalisation succeed

Sustainability must be affordable, and an integral part of the offering

Wellness is a mainstream trend, and products need to align with health objectives

WHAT'S NEXT?

Continued retail value growth, driven by premiumisation and functional variants

Innovation will be important, but must come alongside affordability
Distribution expected to continue to move towards retail e-commerce

COMPETITIVE LANDSCAPE

Nestlé extends its dominance, driven by innovation and quality
ITO EN sees dynamic growth thanks to its focus on matcha products
Experiential consumption is important in Singapore

CHANNELS

Consumers still prefer supermarkets, as a trusted distribution channel
Retail e-commerce sees dynamism – particularly favoured by health-conscious consumers
Foodservice volume share rises as consumers look for personalisation and experiences

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/other-hot-drinks-in-singapore/report.