



Euromonitor
International

HW Soft Drinks in Singapore

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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

- Demographic shifts creates some challenges for sweet soft drinks
- Numerous products with natural claims emerge in the foodservice channel
- Government campaigns to promote low sugar trend

CATEGORY DATA

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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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