

# Soft Drinks in Singapore

December 2023

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Functional bottled water targeted towards consumer need states

Premium bottled water unlikely to gain traction with local consumers amidst general economic uncertainty

#### PROSPECTS AND OPPORTUNITIES

Narrowing of the distinction between carbonates and sparkling flavoured bottled water

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Sustained volume growth for reduced sugar carbonates, but it faces headwinds from mass media articles on the safety of aspartame

Technological advances integrated into marketing efforts within distribution channels and flavour innovation

#### PROSPECTS AND OPPORTUNITIES

In the face of rising costs, brands will leverage pack mix

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