



Euromonitor
International

Tea in Singapore

November 2025

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Tea in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains resilient as a move to wellness options is seen

INDUSTRY PERFORMANCE

In a price-stable category, tea brands continue to capitalise on wellness

Increasing demand for wellness-oriented products drives growth for fruit/herbal tea

WHAT'S NEXT?

Rising cost sensitivity and demand for personalised wellness to redefine how Singaporeans discover and buy tea

Technology will continue to transform tea into a personalised wellness journey

Sustainability and wellness are expected to reshape tea in Singapore

COMPETITIVE LANDSCAPE

Lipton maintains its lead as tea consumers in Singapore seek value with purpose

Rising popularity of matcha drives growth for ITO EN

CHANNELS

Supermarkets maintains its dominance and holds most of its ground

The rise of digital channels drives growth for retail e-commerce in tea

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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

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