



# Concentrates in Singapore

November 2025

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## Concentrates in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales drop as consumers shift towards healthier options

#### INDUSTRY PERFORMANCE

Concentrates in Singapore continue declines due to health trends

Competition from other soft drinks puts pressure on demand

#### WHAT'S NEXT?

Concentrates declines as health-conscious choices increase

Coffee concentrates offers some growth potential

Brands are adopting sustainable packaging and sourcing

#### COMPETITIVE LANDSCAPE

Ribena responds to health-conscious consumer trends

New and existing players continue to invest in the market despite declining sales

#### CHANNELS

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## Soft Drinks in Singapore - Industry Overview

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Soft drinks sales rise with a focus on health and convenience

### KEY DATA FINDINGS

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Sales of soft drinks on the rise but players under pressure to adapt to evolving trends

Consumers looking for healthier options

Soft drinks continues to benefit from a strong focus on innovation

## WHAT'S NEXT?

Sales set to grow fuelled by evolving consumer preferences and new innovations

Consumers expected to lean towards healthier options

Convenience and sustainability concerns likely to inform packaging choices

## COMPETITIVE LANDSCAPE

Coca-Cola cements its lead with strong portfolio of brands and products

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