



Carbonates in Singapore

November 2025

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Carbonates in Singapore - Category analysis

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2025 DEVELOPMENTS

Rising health concerns limit growth opportunities within carbonates

INDUSTRY PERFORMANCE

Retail growth reflects expanding health trends, while on-trade sales face challenges

Consumers steer towards healthier options

WHAT'S NEXT?

Similar growth patterns predicted for the forecast period

Coca-Cola Singapore enhances sustainability and innovations

Exotic flavours finding success in carbonates

COMPETITIVE LANDSCAPE

Coca-Cola finds success by adapting to evolving consumer health trends

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Soft drinks sales rise with a focus on health and convenience

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INDUSTRY PERFORMANCE

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

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