Euromonitor International

RTD Coffee in Singapore

November 2025

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RTD Coffee in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category maturity limits growth opportunities for RTD coffee

INDUSTRY PERFORMANCE

RTD coffee suffers from maturity and evolving consumer preferences
Coffee concentrates and kopi offer stiff competition to RTD coffee

WHAT'S NEXT?

Sales of RTD coffee expected to stagnate but opportunities still exist in the market
MAD Foods targets health-conscious consumers with functional oat milk RTD coffee
Nestlé leverages sustainability and innovation to boost its RTD coffee sales

COMPETITIVE LANDSCAPE

RTD coffee remains a highly consolidated market
Pokka leads with its focus on new product development and innovation

CHANNELS

Supermarkets and convenience stores dominate sales of RTD coffee
Small local grocers appeal to traditional shoppers while vending introduces new opportunities

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Soft Drinks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sales rise with a focus on health and convenience

KEY DATA FINDINGS

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

Coca-Cola cements its lead with strong portfolio of brands and products
F&N Foods and Pokka Corp continue to invest in innovative and healthier options

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