



Sports Drinks in Singapore

November 2025

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[Sports Drinks in Singapore - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players look to reach a wider audience

INDUSTRY PERFORMANCE

Sports drinks demand on the rise as target consumer base expands

Consumers look for reduced sugar and functional options

WHAT'S NEXT?

Sales of sports drinks to be driven by fitness and wellness trends

100 Plus leading innovation with zero-sugar and protein sports drinks

Homegrown brands on the rise

COMPETITIVE LANDSCAPE

100 Plus looks for broader appeal beyond athletes

Pocari Sweat targets younger consumers

CHANNELS

Supermarkets remains the leading distribution channel

Convenience stores and vending tap into the need for on-the-go hydration

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[Soft Drinks in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

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

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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