

HW Hot Drinks in Singapore

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rise of dairy substitution within hot drinks in Singapore
Good source of vitamins is leading claim within health and wellness hot drinks in 2022
Lactose free growing due to rising awareness of intolerance among local consumers

PROSPECTS AND OPPORTUNITIES

Nutri-Grade scheme spurs reformulation efforts in select categories
Vegetarian offers further potential for expansion within health and wellness hot drinks due to rise of flexitarians in Singapore
Vegan claim expected to draw more consumer attention

CATEGORY DATA

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Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Overview

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