

# HW Soft Drinks in Singapore

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Indulgent consumption through smaller pack sizes

Natural remains leading claim within health and wellness soft drinks in Singapore

Lactose free growth driven by interest in particular diets

#### PROSPECTS AND OPPORTUNITIES

Potential for sparkling flavoured water and non-cola carbonates to grow in light of restrictions on high sugar soft drinks

Further development of no sugar soft drinks supported by regulations and rising health concerns

Skin health could see growth as consumers focus on beauty from within

#### CATEGORY DATA

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### Health and Wellness in Singapore - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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