

Sports Drinks in Singapore

December 2023

Table of Contents

Sports Drinks in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume growth in sports drinks supported by the return to hosting sporting events and community activities Government health associations continue to focus on sugar reduction in beverages, including sports drinks Movement of sports drinks beyond hydration to target other need states

PROSPECTS AND OPPORTUNITIES

Potential for more natural sports drinks over the forecast period Competitive landscape of sports drinks expected to remain relatively consolidated Potential for initiatives in terms of sustainability

CATEGORY DATA

- Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023
- Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

Soft Drinks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Singapore

Trends

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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