

HW Hot Drinks in Singapore

November 2023

Table of Contents

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

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Overview

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