



Euromonitor
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Hot Drinks in Singapore

November 2025

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EXECUTIVE SUMMARY

Premiumisation, price rises, and health all impact retail value sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth driven by price rises and rising demand for healthy variants

Coffee sees value dynamism due to premiumisation

Cost-effective foodservice outlets offering convenience and personalisation succeed

Sustainability must be affordable, and an integral part of the offering

Wellness is a mainstream trend, and products need to align with health objectives

WHAT'S NEXT?

Continued retail value growth, driven by premiumisation and functional variants

Innovation will be important, but must come alongside affordability

Distribution expected to continue to move towards retail e-commerce

COMPETITIVE LANDSCAPE

Nestlé extends its dominance, driven by innovation and quality

ITO EN sees dynamic growth thanks to its focus on matcha products

Experiential consumption is important in Singapore

CHANNELS

Consumers still prefer supermarkets, as a trusted distribution channel

Retail e-commerce sees dynamism – particularly favoured by health-conscious consumers

Foodservice volume share rises as consumers look for personalisation and experiences

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Prices continue to rise, which hampers retail volume growth but drives value sales

INDUSTRY PERFORMANCE

Rising costs reshape consumer priorities, although the premium segment still grows

Demand for convenient café-style solutions drives growth for coffee pods

WHAT'S NEXT?

Growth ahead, but pricing strains are expected to reshape value expectations

Technology will continue to redefine coffee consumption through personalisation and efficiency

Wellness and sustainability must deliver without the premium price tag

COMPETITIVE LANDSCAPE

Innovation and sustainability prove relevant even under price pressure

Jacobs Douwe Egberts performs well by focusing on wellbeing and sustainability

CHANNELS

Supermarkets maintains its dominance as affordability and familiarity are paramount

Tailored experiences and transparent pricing drive growth for retail e-commerce

CATEGORY DATA

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[Tea in Singapore](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains resilient as a move to wellness options is seen

INDUSTRY PERFORMANCE

In a price-stable category, tea brands continue to capitalise on wellness

Increasing demand for wellness-oriented products drives growth for fruit/herbal tea

WHAT'S NEXT?

Rising cost sensitivity and demand for personalised wellness to redefine how Singaporeans discover and buy tea
Technology will continue to transform tea into a personalised wellness journey
Sustainability and wellness are expected to reshape tea in Singapore

COMPETITIVE LANDSCAPE

Lipton maintains its lead as tea consumers in Singapore seek value with purpose
Rising popularity of matcha drives growth for ITO EN

CHANNELS

Supermarkets maintains its dominance and holds most of its ground
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[Other Hot Drinks in Singapore](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail value growth is achieved through premiumisation

INDUSTRY PERFORMANCE

Premiumisation and healthy nutrition drive retail value growth
Other plant-based hot drinks benefits from functional benefits
Foodservice volumes are high and rising

WHAT'S NEXT?

Health trends to reshape the future of other hot drinks in Singapore
Digital innovation to reshape other hot drinks in Singapore
Health policy and eco goals to drive innovation in other hot drinks in Singapore

COMPETITIVE LANDSCAPE

Nestlé maintains its dominance, driven by the success of Milo
Local player Tastyfood benefits from its focus on wellness and sustainability

CHANNELS

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CATEGORY DATA

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