



# Bottled Water in Singapore

November 2025

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## Bottled Water in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Bottled water sales rising thanks to booming health and wellness trend

#### INDUSTRY PERFORMANCE

Health consciousness and convenience drive sales of bottled water

Younger consumers looking for modern, innovative and sustainable products

#### WHAT'S NEXT?

Forecast growth reflects evolving consumer preferences and a focus on sustainability

BE WTR redefining bottled water through sustainability, innovation, and luxury

Innovations reflect a growing commitment to environmental stewardship

#### COMPETITIVE LANDSCAPE

Competition being driven by innovation and sustainability

BE WTR expected to disrupt the market with its reusable bottles

#### CHANNELS

Supermarkets and hypermarkets remain on top thanks to their broad offering

Convenience stores meet the need for on-the-go hydration while D2C sales show promise

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### EXECUTIVE SUMMARY

Soft drinks sales rise with a focus on health and convenience

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Sales of soft drinks on the rise but players under pressure to adapt to evolving trends

Consumers looking for healthier options

Soft drinks continues to benefit from a strong focus on innovation

#### WHAT'S NEXT?

Sales set to grow fuelled by evolving consumer preferences and new innovations

Consumers expected to lean towards healthier options

Convenience and sustainability concerns likely to inform packaging choices

## COMPETITIVE LANDSCAPE

Coca-Cola cements its lead with strong portfolio of brands and products

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