



Concentrates in Singapore

November 2025

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Concentrates in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales drop as consumers shift towards healthier options

INDUSTRY PERFORMANCE

Concentrates in Singapore continue declines due to health trends

Competition from other soft drinks puts pressure on demand

WHAT'S NEXT?

Concentrates declines as health-conscious choices increase

Coffee concentrates offers some growth potential

Brands are adopting sustainable packaging and sourcing

COMPETITIVE LANDSCAPE

Ribena responds to health-conscious consumer trends

New and existing players continue to invest in the market despite declining sales

CHANNELS

Supermarkets dominate with extensive product offerings

Supermarkets investing in physical and digital retail models to push sales

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Soft Drinks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sales rise with a focus on health and convenience

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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

F&N Foods and Pokka Corp continue to invest in innovative and healthier options

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