



RTD Tea in Singapore

November 2025

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RTD Tea in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier variants fuelling strong growth in RTD tea

INDUSTRY PERFORMANCE

Reduced sugar products fuelling robust growth in 2025

Functional RTD tea offerings add value to the market

WHAT'S NEXT?

Digital campaigns set to drive consumer engagement

Yeo's SG60 campaign uniquely integrates culture, heritage, and consumer engagement

Singaporeans increasingly prioritise sustainable packaging

COMPETITIVE LANDSCAPE

Pokka retains a healthy lead thanks to ongoing marketing and promotional efforts

Heaven & Earth and Authentic Tea House help Coca-Cola reach both ends of the market

CHANNELS

RTD tea thriving in the on-trade channel

Retail and foodservice channels target different consumption occasions

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Soft Drinks in Singapore - Industry Overview

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

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