

Soft Drinks in Singapore

November 2025

Table of Contents

Soft Drinks in Singapore

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

CHANNELS

Supermarkets retain a key role in the distribution of soft drinks

Retail vs foodservice split

MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025
- Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025
- Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
- Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

- Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Singapore

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in Singapore

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

CATEGORY DATA

- Table 37 Off-trade Sales of Bottled Water by Category: Volume 2020-2025
- Table 38 Off-trade Sales of Bottled Water by Category: Value 2020-2025
- Table 39 Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
- Table 40 Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
- Table 41 NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
- Table 42 LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
- Table 43 NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
- Table 44 LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
- Table 45 Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
- Table 46 Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
- Table 47 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030
- Table 48 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health concerns limit growth opportunities within carbonates

INDUSTRY PERFORMANCE

Retail growth reflects expanding health trends, while on-trade sales face challenges Consumers steer towards healthier options

WHAT'S NEXT?

Similar growth patterns predicted for the forecast period Coca-Cola Singapore enhances sustainability and innovations Exotic flavours finding success in carbonates

COMPETITIVE LANDSCAPE

Coca-Cola finds success by adapting to evolving consumer health trends Etika Beverages and F&N

CHANNELS

Supermarkets lead sales of carbonates but e-commerce is the most dynamic channel On-trade sales drop but players still find opportunities in the channel

CATEGORY DATA

- Table 49 Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025
- Table 50 Off-trade vs On-trade Sales of Carbonates: Value 2020-2025
- Table 51 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025
- Table 52 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025
- Table 53 Off-trade Sales of Carbonates by Category: Volume 2020-2025
- Table 54 Off-trade Sales of Carbonates by Category: Value 2020-2025
- Table 55 Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025
- Table 56 Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025
- Table 57 Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025
- Table 58 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025
- Table 59 NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025
- Table 60 LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025
- Table 61 NBO Company Shares of Off-trade Carbonates: % Value 2021-2025
- Table 62 LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025
- Table 63 Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030
- Table 64 Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030
- Table 65 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030
- Table 66 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030
- Table 67 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030
- Table 68 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Singapore

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

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Juice in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales shift towards the on-trade channel as consumers look for fresher juice options

INDUSTRY PERFORMANCE

Shifting consumer preferences see sales shift towards the on-trade channel in 2025

Demand being fuelled by the search for healthy and convenient refreshment

WHAT'S NEXT?

Retail juice sales expected to continue declining as on-trade sales grow

Innovation focusing on reduced sugar options and health benefits

Sustainability initiatives enhancing brand loyalty and aligning with consumer values

COMPETITIVE LANDSCAPE

Retail market remains consolidated with five players dominating the field Fruit Tree and Pokka provide strong competition with evolving product lines

CHANNELS

Supermarkets remain key to retail sales of juice

Small local grocers retain an important role while e-commerce shows signs of promise

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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RTD Coffee in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category maturity limits growth opportunities for RTD coffee

INDUSTRY PERFORMANCE

RTD coffee suffers from maturity and evolving consumer preferences Coffee concentrates and kopi offer stiff competition to RTD coffee

WHAT'S NEXT?

Sales of RTD coffee expected to stagnate but opportunities still exist in the market MAD Foods targets health-conscious consumers with functional oat milk RTD coffee Nestlé leverages sustainability and innovation to boost its RTD coffee sales

COMPETITIVE LANDSCAPE

RTD coffee remains a highly consolidated market

Pokka leads with its focus on new product development and innovation

CHANNELS

Supermarkets and convenience stores dominate sales of RTD coffee

Small local grocers appeal to traditional shoppers while vending introduces new opportunities

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

- Table 101 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 102 NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 103 LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 104 Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 105 Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 106 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 107 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

RTD Tea in Singapore

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

CATEGORY DATA

- Table 108 Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 109 Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 110 Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 111 Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 112 Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 113 NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 114 LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 115 NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 116 LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 117 Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 118 Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 119 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 120 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Energy Drinks in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players look to reach a wider audience

INDUSTRY PERFORMANCE

Rising health concerns push more consumers towards reduced sugar energy drinks Energy drinks under pressure to evolve as consumers make healthier choices

WHAT'S NEXT?

Overall sales set to stagnate but reduced sugar options still offer growth potential En-Theories launches in Singapore

Red Bull Energy Sparkling brings a new angle to the energy drinks market

COMPETITIVE LANDSCAPE

Red Bull dominates through events and targeted promotions Red Bull uses Singapore Grand Prix to raise its profile

CHANNELS

Supermarkets lead sales with a wide offering and regular promotions Convenience stores playing a key role in the growth of energy drinks

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sports Drinks in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players look to reach a wider audience

INDUSTRY PERFORMANCE

Sports drinks demand on the rise as target consumer base expands Consumers look for reduced sugar and functional options

WHAT'S NEXT?

Sales of sports drinks to be driven by fitness and wellness trends 100 Plus leading innovation with zero-sugar and protein sports drinks Homegrown brands on the rise

COMPETITIVE LANDSCAPE

100 Plus looks for broader appeal beyond athletes Pocari Sweat targets younger consumers

CHANNELS

Supermarkets remains the leading distribution channel

Convenience stores and vending tap into the need for on-the-go hydration

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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Asian Speciality Drinks in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Asian speciality drinks lose out to modern and healthier alternatives

INDUSTRY PERFORMANCE

Asian specialty drinks continue decline as younger consumers prefer modern options Consumers shifting to healthier alternatives

WHAT'S NEXT?

Asian specialty drinks set for a further decline

Brands must innovate to meet demand for health-oriented beverages

Convenient, sustainable packaging is essential for attracting urban consumers

COMPETITIVE LANDSCAPE

NutriWell retains the lead with ongoing investment in new product development

Yeo's and other players also struggle for growth in an evolving market

CHANNELS

Supermarkets reduce their interest in Asian speciality drinks

Specialist supermarkets and small local grocers carving out a niche in the market

CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025

Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025

Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025

Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025

Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025

Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025

Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025

Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025

Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

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