



Juice in Singapore

November 2025

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Juice in Singapore - Category analysis

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

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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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