



# Energy Drinks in Singapore

November 2025

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### 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

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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

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

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