



Energy Drinks in Singapore

November 2025

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Energy Drinks in Singapore - Category analysis

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

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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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