



# Sports Drinks in Singapore

November 2025

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## [Sports Drinks in Singapore - Category analysis](#)

### 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

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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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