



# Other Hot Drinks in Singapore

November 2025

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## Other Hot Drinks in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Retail value growth is achieved through premiumisation

#### INDUSTRY PERFORMANCE

Premiumisation and healthy nutrition drive retail value growth

Other plant-based hot drinks benefits from functional benefits

Foodservice volumes are high and rising

#### WHAT'S NEXT?

Health trends to reshape the future of other hot drinks in Singapore

Digital innovation to reshape other hot drinks in Singapore

Health policy and eco goals to drive innovation in other hot drinks in Singapore

#### COMPETITIVE LANDSCAPE

Nestlé maintains its dominance, driven by the success of Milo

Local player Tastyfood benefits from its focus on wellness and sustainability

#### CHANNELS

The dominance of supermarkets continues, due to a high physical presence

Digital convenience and demand for healthier products reshape distribution

#### CATEGORY DATA

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## Hot Drinks in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Premiumisation, price rises, and health all impact retail value sales

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Value growth driven by price rises and rising demand for healthy variants

Coffee sees value dynamism due to premiumisation

Cost-effective foodservice outlets offering convenience and personalisation succeed

Sustainability must be affordable, and an integral part of the offering

Wellness is a mainstream trend, and products need to align with health objectives

#### WHAT'S NEXT?

Continued retail value growth, driven by premiumisation and functional variants

Innovation will be important, but must come alongside affordability  
Distribution expected to continue to move towards retail e-commerce

## COMPETITIVE LANDSCAPE

Nestlé extends its dominance, driven by innovation and quality  
ITO EN sees dynamic growth thanks to its focus on matcha products  
Experiential consumption is important in Singapore

## CHANNELS

Consumers still prefer supermarkets, as a trusted distribution channel  
Retail e-commerce sees dynamism – particularly favoured by health-conscious consumers  
Foodservice volume share rises as consumers look for personalisation and experiences

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