



Euromonitor  
International

# HW Hot Drinks in Singapore

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and ethical concerns pushing consumers towards non-dairy hot drinks in Singapore

Good source of vitamins is leading claim within health and wellness hot drinks in 2023

Nutri-Grade system influencing the development of instant coffee in Singapore

#### PROSPECTS AND OPPORTUNITIES

Nutri-Grade scheme expected to have a growing influence on demand and new product development

Changing dietary habits could benefit vegetarian hot drinks

Further innovation expected in tea as players look to offer products that boost health and improve wellbeing

#### MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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