



Euromonitor
International

HW Hot Drinks in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Players leverage health claims to drive sales

INDUSTRY PERFORMANCE

Low sugar trend is gaining traction in hot drinks
Good source of vitamins is prominent in other hot drinks
Natural claims are mostly in fresh coffee category

WHAT'S NEXT

Stronger focus on targeting adult consumers
Sugar content could outweigh nutritional benefits
Tea also capitalises on natural claims

CATEGORY DATA

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EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

Growing reliance on health claims to inform product choices
Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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