



HW Hot Drinks in Singapore

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HW Hot Drinks in Singapore - Category analysis

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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Health and Wellness in Singapore - Industry Overview

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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