



Euromonitor  
International

# HW Soft Drinks in Singapore

January 2026

Table of Contents

## HW Soft Drinks in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health and wellness claims support soft drinks

#### INDUSTRY PERFORMANCE

Nutri-Grade labelling and advertising bans impact soft drinks

Heavy focus on no sugar claims

Consumers seek out premium lines with natural claims

#### WHAT'S NEXT

Demographic shifts creates some challenges for sweet soft drinks

Numerous products with natural claims emerge in the foodservice channel

Government campaigns to promote low sugar trend

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-soft-drinks-in-singapore/report](http://www.euromonitor.com/hw-soft-drinks-in-singapore/report).