

# Coffee in Singapore

December 2023

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## Coffee in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising prices of foodservice coffee due to GST hike and supply chain disruptions, while at-home consumption continues to be driven by fresh ground coffee pods

Instant coffee mixes lack differentiation in Nutri-Grade within brand portfolios, while instant standard coffee benefits

Sustainability trends in bean sourcing and packaging to persist in coffee

#### PROSPECTS AND OPPORTUNITIES

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