

# Carbonates in Singapore

December 2023

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## Carbonates in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

On-trade volume growth of carbonates remains resilient in 2023, while off-trade volumes see a moderate decline  
Sustained volume growth for reduced sugar carbonates, but it faces headwinds from mass media articles on the safety of aspartame  
Technological advances integrated into marketing efforts within distribution channels and flavour innovation

#### PROSPECTS AND OPPORTUNITIES

In the face of rising costs, brands will leverage pack mix  
Sustainability expected to become a greater focus, with a rise in the carbon tax set to be implemented in 2024  
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