

RTD Coffee in Singapore

December 2023

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RTD Coffee in Singapore - Category analysis

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2023 DEVELOPMENTS

Off-trade volume sales of RTD coffee are gradually normalising to the pre-pandemic level

Greater presence of RTD coffee products from Japan

Opportunity for reduced sugar RTD coffee options

PROSPECTS AND OPPORTUNITIES

RTD coffee faces competition from foodservice as new entrants use aggressive promotions and unique offerings to appeal to consumers

Limited adoption of novel RTD coffee in flexible plastic pouches

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