

Energy Drinks in Singapore

December 2023

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Energy Drinks in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks sees only low off-trade volume growth Growing prominence of more natural, alternative energy drinks, such as yerba mate beverages Energy drinks faces headwinds from media reports on the potential harm to health of the artificial sweetener aspartame

PROSPECTS AND OPPORTUNITIES

Concern regarding caffeine levels in new energy drinks Sports-focused energy drinks, while niche, have increased in visibility Co-branding to drive excitement and expand market reach

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DISCLAIMER

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