



# Innovation: Food and Beverage in Singapore

July 2024

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Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

Singapore stands among leaders in new product launches across F&B categories

Consumers' health concerns shape product innovations

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Healthy snacking boosts innovation in packaged food

New launches in Singapore in 2023: Pet care

Consumer demand for functional ingredients in pet food is on the rise

New launches in Singapore in 2023: Soft drinks

Functional beverages are on the rise, consumers look for sodas with health benefits

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Innovation happens around coffee flavours to cater to changing consumer preferences

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