

# HW Hot Drinks in Singapore

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rise of dairy substitution within hot drinks in Singapore

Good source of vitamins is leading claim within health and wellness hot drinks in 2022

Lactose free growing due to rising awareness of intolerance among local consumers

#### PROSPECTS AND OPPORTUNITIES

Nutri-Grade scheme spurs reformulation efforts in select categories

Vegetarian offers further potential for expansion within health and wellness hot drinks due to rise of flexitarians in Singapore

Vegan claim expected to draw more consumer attention

#### CATEGORY DATA

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### Health and Wellness in Singapore - Industry Overview

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Overview

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