



Euromonitor  
International

# RTD Tea in Singapore

November 2025

Table of Contents

## RTD Tea in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthier variants fuelling strong growth in RTD tea

#### INDUSTRY PERFORMANCE

Reduced sugar products fuelling robust growth in 2025

Functional RTD tea offerings add value to the market

#### WHAT'S NEXT?

Digital campaigns set to drive consumer engagement

Yeo's SG60 campaign uniquely integrates culture, heritage, and consumer engagement

Singaporeans increasingly prioritise sustainable packaging

#### COMPETITIVE LANDSCAPE

Pokka retains a healthy lead thanks to ongoing marketing and promotional efforts

Heaven & Earth and Authentic Tea House help Coca-Cola reach both ends of the market

#### CHANNELS

RTD tea thriving in the on-trade channel

Retail and foodservice channels target different consumption occasions

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Soft Drinks in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks sales rise with a focus on health and convenience

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Sales of soft drinks on the rise but players under pressure to adapt to evolving trends

Consumers looking for healthier options

Soft drinks continues to benefit from a strong focus on innovation

#### WHAT'S NEXT?

Sales set to grow fuelled by evolving consumer preferences and new innovations

Consumers expected to lean towards healthier options  
Convenience and sustainability concerns likely to inform packaging choices

## COMPETITIVE LANDSCAPE

Coca-Cola cements its lead with strong portfolio of brands and products  
F&N Foods and Pokka Corp continue to invest in innovative and healthier options

## CHANNELS

Supermarkets retain a key role in the distribution of soft drinks  
Retail vs foodservice split

## MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025  
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025  
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025  
Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025  
Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025  
Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025  
Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025  
Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025  
Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025  
Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025  
Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025  
Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025  
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025  
Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025  
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030  
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030  
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030  
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030  
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030  
Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030  
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030  
Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030  
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030  
Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

## APPENDIX

Fountain sales in Singapore

## COUNTRY REPORTS DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-tea-in-singapore/report](http://www.euromonitor.com/rtd-tea-in-singapore/report).