



# Health and Wellness in Singapore

August 2024

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## Health and Wellness in Singapore

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and ethical concerns pushing consumers towards non-dairy hot drinks in Singapore  
Good source of vitamins is leading claim within health and wellness hot drinks in 2023  
Nutri-Grade system influencing the development of instant coffee in Singapore

#### PROSPECTS AND OPPORTUNITIES

Nutri-Grade scheme expected to have a growing influence on demand and new product development  
Changing dietary habits could benefit vegetarian hot drinks  
Further innovation expected in tea as players look to offer products that boost health and improve wellbeing

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#### 2023 DEVELOPMENTS

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Sales of natural soft drinks thriving in Singapore thanks to healthier image and new product development  
Lactose free growth driven by interest in particular diets

#### PROSPECTS AND OPPORTUNITIES

Nutri-Grade system expanded to the foodservice channel with players working to achieve an improved rating  
New regulations and rising health concerns present challenges and opportunities for sports drinks  
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Natural snacks benefiting from a healthy image

Hypoallergenic appeals to more consumers with dietary concerns

### PROSPECTS AND OPPORTUNITIES

Strong demand for healthier snacks expected over the forecast period

Growth predicted for vegan and plant-based snacks, driven by changing lifestyles and concerns over environment and animal welfare

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Consumers turn to fortified/functional dairy products to improve their nutritional intake

Skin health rises in significance within health and wellness dairy products and alternatives in 2023

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

Government initiatives set to drive product innovation, but delivering on taste will remain key

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Popularity of vegetarian staple foods driven by health and wellness trend

Instant noodles benefiting from the arrival of healthier options

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Vegan, vegetarian and plant-based staple foods offer further growth potential

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