

Yakult Singapore Introduces Peach Flavour

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Yakult Singapore has expanded its product portfolio with the launch of a new peach-flavoured probiotic cultured drink, marking the brand's first new flavour introduction in Singapore since flavoured Yakult was introduced in 1980.

The new offering aims to provide consumers with a fresh taste experience while retaining the same probiotic benefits and nutritional profile that have made Yakult a household name. Each bottle contains 10 billion live *Lactobacillus paracasei* strain Shirota (LcS), Yakult's proprietary probiotic strain that has been extensively studied for its ability to reach the intestines alive, increase beneficial bacteria, and support digestive health.

The launch reflects the company's efforts to align its product portfolio with evolving consumer preferences and the growing focus on gut health and wellness. Designed to appeal to both younger consumers and families, the peach flavour offers a refreshing alternative while maintaining Yakult's core health proposition.

As part of the portfolio refresh, Yakult Singapore will also phase out its orange flavour.

"Yakult has been a part of Singaporeans' daily lives for more than four decades, and the launch of our new peach flavour marks an exciting chapter for Yakult Singapore as we continue to keep the brand fresh and relevant," said Sunami Masaaki, Managing Director of Yakult Singapore. "We hope this latest offering gives both longtime fans and new customers more reasons to make Yakult a part of their everyday routines."

The new peach flavour will be available through Yakult's home delivery service from 1 July 2026 in both five-bottle packs and assorted flavour packs, including family pack options. The product will also be available at supermarkets and retail outlets across Singapore from 6 July 2026, with prices starting from S\$3.50.

The launch comes as demand for functional beverages and gut health-focused products continues to grow across Asia-Pacific, prompting manufacturers to introduce new formats and flavours to engage health-conscious consumers while

maintaining scientifically backed nutritional benefits.