



Sugar Confectionery in Singapore

July 2024

Table of Contents

Sugar Confectionery in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tough competition amidst negligible retail volume growth in sugar confectionery
Flavour innovations expected to continue driving growth in pastilles, gummies, jellies and chews
Health and wellness trend pushing the popularity of healthier options

PROSPECTS AND OPPORTUNITIES

Players in sugar confectionery likely to focus on value growth, with limited volume growth expected
Continued rivalry between the leading players in mints and medicated confectionery
Sales through retail e-commerce set to continue growing

CATEGORY DATA

Summary 1 - Other Sugar Confectionery by Product Type: 2024

Table 1 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 2 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 5 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 8 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

Snacks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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