

# Snacks in Singapore

June 2023

Table of Contents

## Snacks in Singapore

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023

Table 2 - Sales of Snacks by Category: Value 2018-2023

Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Snacks by Format: % Value 2018-2023

Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Chocolate Confectionery in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tighter cost management by brands to improve profit margins

Higher value growth as brands respond to the growing health and wellness trend

Flavours and functional innovations continue as brands compete for consumers

### PROSPECTS AND OPPORTUNITIES

Uneven growth across categories over the forecast period

Plant-based chocolate confectionery offers growth potential

Channel distribution shifts as consumer preferences change

### CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

## Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

### Gum in Singapore

#### KEY DATA FINDINGS

### Sugar Confectionery in Singapore

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing health and wellness trend challenges retail volumes of sugar confectionery  
Product innovations increase the appeal of sugar confectionery

#### PROSPECTS AND OPPORTUNITIES

Healthier sugar confectionery offers growth potential  
Leading players will continue to increase brand visibility and marketing efforts to gain share  
Sales through specialist confectionery stores and e-commerce to continue growing

#### CATEGORY DATA

- Summary 2 - Other Sugar Confectionery by Product Type: 2023
- Table 25 - Sales of Sugar Confectionery by Category: Volume 2018-2023
- Table 26 - Sales of Sugar Confectionery by Category: Value 2018-2023
- Table 27 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
- Table 28 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
- Table 29 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
- Table 30 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023
- Table 31 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
- Table 32 - Distribution of Sugar Confectionery by Format: % Value 2018-2023
- Table 33 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028
- Table 34 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028
- Table 35 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028
- Table 36 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

### Ice Cream in Singapore

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bulk dairy ice cream continues to drive sales and growth due to appeal of at-home consumption  
Consumers' unwavering brand loyalty amidst price rises for ice cream  
While hotter summer weather boosts ice cream consumption, brands and retailers face rising energy costs

#### PROSPECTS AND OPPORTUNITIES

Product innovation set to drive strong growth as consumers seek novelty  
Coolhaus non-animal dairy ice cream leads novel concepts in ice cream  
Increasing competition for traditional ice cream, with growing popularity of frozen yoghurt and acai sorbet in retail

#### CATEGORY DATA

- Table 37 - Sales of Ice Cream by Category: Volume 2018-2023
- Table 38 - Sales of Ice Cream by Category: Value 2018-2023
- Table 39 - Sales of Ice Cream by Category: % Volume Growth 2018-2023
- Table 40 - Sales of Ice Cream by Category: % Value Growth 2018-2023
- Table 41 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023
- Table 42 - Sales of Impulse Ice Cream by Format: % Value 2018-2023

- Table 43 - NBO Company Shares of Ice Cream: % Value 2019-2023
- Table 44 - LBN Brand Shares of Ice Cream: % Value 2020-2023
- Table 45 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
- Table 46 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
- Table 47 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
- Table 48 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
- Table 49 - Distribution of Ice Cream by Format: % Value 2018-2023
- Table 50 - Forecast Sales of Ice Cream by Category: Volume 2023-2028
- Table 51 - Forecast Sales of Ice Cream by Category: Value 2023-2028
- Table 52 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
- Table 53 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

## Savoury Snacks in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Inflation pushes up unit prices of savoury snacks
- Growth of healthier products in savoury snacks, with vegetable chips leading the way
- Demand for higher protein intake increases sales of meat snacks

#### PROSPECTS AND OPPORTUNITIES

- Greater polarisation of consumer behaviour likely to be observed in salty snacks
- Private label players will leverage reputation and affordability to compete
- Snacking culture continues to drive product innovation

#### CATEGORY DATA

- Summary 3 - Other Savoury Snacks by Product Type: 2023
- Table 54 - Sales of Savoury Snacks by Category: Volume 2018-2023
- Table 55 - Sales of Savoury Snacks by Category: Value 2018-2023
- Table 56 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
- Table 57 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023
- Table 58 - NBO Company Shares of Savoury Snacks: % Value 2019-2023
- Table 59 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023
- Table 60 - Distribution of Savoury Snacks by Format: % Value 2018-2023
- Table 61 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
- Table 62 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028
- Table 63 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
- Table 64 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

## Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Retail volumes under pressure as inflation reduces consumers' purchasing power
- Intense competition within snack bars
- Indulgence continues to be key to growth in sweet biscuits

#### PROSPECTS AND OPPORTUNITIES

- Pushing premiumisation with fortification, on top of protein-ification
- Higher demand for fruit snacks offering innovation
- Refocusing on core products within sweet biscuits categories

#### CATEGORY DATA

Table 65 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023  
Table 66 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023  
Table 67 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023  
Table 68 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023  
Table 69 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023  
Table 70 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023  
Table 71 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023  
Table 72 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023  
Table 73 - NBO Company Shares of Snack Bars: % Value 2019-2023  
Table 74 - LBN Brand Shares of Snack Bars: % Value 2020-2023  
Table 75 - NBO Company Shares of Fruit Snacks: % Value 2019-2023  
Table 76 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023  
Table 77 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023  
Table 78 - Distribution of Sweet Biscuits by Format: % Value 2018-2023  
Table 79 - Distribution of Snack Bars by Format: % Value 2018-2023  
Table 80 - Distribution of Fruit Snacks by Format: % Value 2018-2023  
Table 81 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028  
Table 82 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028  
Table 83 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028  
Table 84 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

## 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/snacks-in-singapore/report](http://www.euromonitor.com/snacks-in-singapore/report).