

Staple Foods in Singapore

January 2024

Table of Contents

Staple Foods in Singapore

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

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

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

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

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

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

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

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

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

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

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal retail volume growth for baked goods amid inflationary pressures

Players respond to polarising trends in baked goods

Health and wellness remains a key priority for local consumers

PROSPECTS AND OPPORTUNITIES

Convenience to drive product innovation in on-the-go formats

New bakery cafés drive popularity of artisanal baked goods

Players in baked goods to focus on sustainable practices

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2018-2023

Table 14 - Sales of Baked Goods by Category: Value 2018-2023

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 18 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 19 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 20 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 21 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 22 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Breakfast Cereals in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower growth for breakfast cereals due to greater mobility and choice of more affordable options

Players respond to changing lifestyles with different formats

Quaker continues to innovate to stimulate consumer interest in hot cereals

PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to favour muesli and granola

Greater efforts by players to sustain interest in children's breakfast cereals

CATEGORY DATA

Table 24 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 25 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 26 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 27 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 29 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 30 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 31 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 32 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 33 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Processed Fruit and Vegetables in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weak performance by leading shelf stable format as consumers increasingly consider fresh or frozen fruit and vegetables

Continued competition from pickled products with sauerkraut dishes trending

Negligible demand for frozen fruit in Singapore

PROSPECTS AND OPPORTUNITIES

Limited opportunities for shelf stable beans over the forecast period

Convenience has the potential to drive stronger growth

CATEGORY DATA

Table 35 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 36 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 37 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 39 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 40 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 41 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 42 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 43 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Processed Meat, Seafood and Alternatives To Meat in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Uneven retail volume growth within processed meat
Steady demand for processed seafood supported by perceived health benefits
Growth of meat and seafood substitutes normalises as consumers prioritise affordability

PROSPECTS AND OPPORTUNITIES

Health and wellness trend to drive growth of chilled processed poultry
Stable demand predicted for tofu and derivatives as unit price growth slows

CATEGORY DATA

Table 47 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
Table 51 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 52 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 53 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 54 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
Table 55 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023
Table 56 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
Table 57 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023
Table 58 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
Table 59 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

[Rice, Pasta and Noodles in Singapore](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed performances by pasta and noodles in Singapore
Dominant rice continues to grapple with high price rises in 2023
Nissin retains its strength in instant noodles, with a strategic focus on flavour innovation

PROSPECTS AND OPPORTUNITIES

Healthier eating trends will drive further product innovation
Poor rice production yield expected to affect global rice supply

CATEGORY DATA

Table 61 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023
Table 62 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023
Table 63 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023
Table 65 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023
Table 66 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023
Table 67 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
Table 68 - NBO Company Shares of Rice: % Value 2019-2023
Table 69 - LBN Brand Shares of Rice: % Value 2020-2023
Table 70 - NBO Company Shares of Pasta: % Value 2019-2023
Table 71 - LBN Brand Shares of Pasta: % Value 2020-2023
Table 72 - NBO Company Shares of Noodles: % Value 2019-2023
Table 73 - LBN Brand Shares of Noodles: % Value 2020-2023

Table 74 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 75 - Distribution of Rice by Format: % Value 2018-2023

Table 76 - Distribution of Pasta by Format: % Value 2018-2023

Table 77 - Distribution of Noodles by Format: % Value 2018-2023

Table 78 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 81 - Forecast Sales of Rice, Pasta and Noodles 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/staple-foods-in-singapore/report.