

## Snacks in Singapore

Market Direction | 2022-07-08 | 75 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2021, snacks was anticipated to see slower retail current value growth than in 2020, given that at-home consumption was expected to dwindle along with the reopening of the economy and the lifting of movement restrictions. The 2021 performance was certainly less than ideal, as intermittent accessibility to dine-in food services and fluctuating group sizes for socialisation induced the perception of short-lived freedom, which spurred out-of-home food consumption. The resulting slowing of retail...

Euromonitor International's Snacks in Singapore report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Table of Contents:

Snacks in Singapore  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### SNACKS IN SINGAPORE

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN SINGAPORE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Import-reliant category to see persistent unit price increase with snowballing costs

Boxed assortments leads value growth as demand for artisanal chocolate rises

E-commerce and general merchandise stores to see incremental value share growth

##### PROSPECTS AND OPPORTUNITIES

Snack bars increasingly compete with countlines and chocolate pouches with added-value offerings

Prominence of reduced sugar content and expanding variety and sourcing in tablets

##### CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN SINGAPORE

2022 DEVELOPMENTS

SUGAR CONFECTIONERY IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail value growth of medicated confectionery and mints remains contingent on need fulfilment

Pastilles, gummies, jellies and chews the only indulgent category to remain buoyant

PROSPECTS AND OPPORTUNITIES

Abstinence and risk of substitution to fuel decline in some categories

Regulatory challenges in introducing new functional values

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2022

Table 25 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 26 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 27 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 28 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 29 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 30 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 31 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 32 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 33 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 34 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 35 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Overall category to see short-lived unit price spike with rising energy costs

Indulgent sweet biscuits to outdo plain biscuits and cookies in terms of growth

Snack bars pressured to remain price-competitive amidst high risk of substitution

PROSPECTS AND OPPORTUNITIES

Protein substitution and portion control to drive variety and format diversification in snack bars

Ingredient heterogeneity and lower sugar content to direct growth

CATEGORY DATA

Table 37 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 38 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 39 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 40 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 41 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 42 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 43 NBO Company Shares of Sweet Biscuits: % Value 2018-2022  
Table 44 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022  
Table 45 NBO Company Shares of Snack Bars: % Value 2018-2022  
Table 46 LBN Brand Shares of Snack Bars: % Value 2019-2022  
Table 47 NBO Company Shares of Fruit Snacks: % Value 2018-2022  
Table 48 LBN Brand Shares of Fruit Snacks: % Value 2019-2022  
Table 49 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022  
Table 50 Distribution of Sweet Biscuits by Format: % Value 2017-2022  
Table 51 Distribution of Snack Bars by Format: % Value 2017-2022  
Table 52 Distribution of Fruit Snacks by Format: % Value 2017-2022  
Table 53 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027  
Table 54 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027  
Table 55 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027  
Table 56 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

## ICE CREAM IN SINGAPORE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Bulk dairy ice cream to grow at a higher rate in 2022 with boost from quick commerce and new entrants

Growth of e-commerce to ease along with restored access to modern trade

Single-portion dairy ice cream to slow down after temporary rebound in impulse channels

#### PROSPECTS AND OPPORTUNITIES

Plant-based ice cream expects rapid development, but will remain a niche

Multipack dairy ice cream to address environmental impact to prevent erosion of health-driven gains

Single-portion dairy ice cream affording enriched consumption experience to remain competitive

#### CATEGORY DATA

Table 57 Sales of Ice Cream by Category: Volume 2017-2022

Table 58 Sales of Ice Cream by Category: Value 2017-2022

Table 59 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 60 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 61 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 62 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 63 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 64 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 65 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 66 LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 67 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 68 LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 69 Distribution of Ice Cream by Format: % Value 2017-2022

Table 70 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 71 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 72 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 73 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

## SAVOURY SNACKS IN SINGAPORE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Tourism-reliant seafood snacks to rebound with reopening of borders

Extruded snacks pressured to offset unit price spike imposed by rising energy costs

E-commerce share to stagnate, as multipacks are less popular

#### PROSPECTS AND OPPORTUNITIES

Vegetable and pulse chips to observe steep growth in per capita consumption amidst growing health-consciousness

Popcorn to lead unit price growth, with premiumisation and decreasing product weight

#### CATEGORY DATA

Summary 3 Other Savoury Snacks by Product Type: 2022

Table 74 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 75 Sales of Savoury Snacks by Category: Value 2017-2022

Table 76 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 77 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 78 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 79 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 80 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 81 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 82 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 83 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 84 Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

**Snacks in Singapore**

Market Direction | 2022-07-08 | 75 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)