

Staple Foods in Singapore

Market Direction | 2022-12-20 | 66 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The impact of rising inflation in Singapore on the retail unit price of staple foods is slowing demand in 2022, although considering the strong penetration of certain staple foods in the local market, retail demand across the different categories remains higher than pre-pandemic levels. Home cooking prevails in 2022, both for economic and health reasons, although there has been some cannibalisation from foodservice as local consumers resume mobile lifestyles in a post-pandemic era.

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Staple Foods in Singapore
Euromonitor International
December 2022

List Of Contents And Tables

STAPLE FOODS IN SINGAPORE

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2017-2022

Table 2 Sales of Staple Foods by Category: Value 2017-2022

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

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

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

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

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

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

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

Table 10 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price of unpackaged baked goods spike due to rising inflation in 2022 but demand continues to grow

Private label gains momentum within packaged baked goods by offering affordability

Incumbent players in packaged baked goods aim to sustain brand loyalty

PROSPECTS AND OPPORTUNITIES

Packaged players look to expand offer to compete with unpackaged options

Diet inclusivity within dessert mixes remains a niche

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2017-2022

Table 14 Sales of Baked Goods by Category: Value 2017-2022

Table 15 Sales of Baked Goods by Category: % Volume Growth 2017-2022

Table 16 Sales of Baked Goods by Category: % Value Growth 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 17 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 18 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 19 Distribution of Baked Goods by Format: % Value 2017-2022

Table 20 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 21 Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 22 □Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

BREAKFAST CEREALS IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in RTE cereals fuelled by greater mobility and diversified consumption occasions

Unit price growth in muesli and granola attributable to commodity shortages and pricing strategies

Retail e-commerce further penetrates breakfast cereals

PROSPECTS AND OPPORTUNITIES

Source diversification to sustain security of breakfast cereals

Brands continue to fortify RTE cereals in line with rising health and wellness trend

CATEGORY DATA

Table 24 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 25 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 26 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 27 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 28 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 29 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 30 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 31 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 32 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 33 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Category records highest unit price growth due to commodity crunch and unfavourable climate

Tofu players attempt to offset price growth to sustain demand

Demand for meat and seafood substitutes attributable to channel developments

PROSPECTS AND OPPORTUNITIES

Plant-based options reliant on positioning and consumer purchasing power

Further adoption of local delicacies to satisfy globalised tastebuds

CATEGORY DATA

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 39 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 40 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 41 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 42 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 43 Sales of Frozen Processed Seafood by Type: % Value Breakdown 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 44 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022
Table 45 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022
Table 46 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022
Table 47 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027
Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

PROCESSED FRUIT AND VEGETABLES IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shelf stable fruit and vegetables struggles with inevitable price hikes and sustaining consumption

Frozen processed potatoes experiences marginal retail growth with format diversity

Imported products leverage local cuisine by curating mix of frozen vegetables

PROSPECTS AND OPPORTUNITIES

Outlook for frozen processed vegetables as carbohydrate substitute falls short of expectations

Emergence of frozen fruit offset by substitution from fresh and puree counterparts

Shelf stable vegetables faces competition from pickled products

CATEGORY DATA

Table 49 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 50 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 51 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 52 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 53 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022

Table 54 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 55 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 56 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022

Table 57 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 58 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

RICE, PASTA AND NOODLES IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retailers intervene to mitigate inflationary impact on rice prices

Instant noodles leads in terms of marketing and innovation

PROSPECTS AND OPPORTUNITIES

Some potential for keto-suitable options rather than full carbohydrate substitution

Outlook for cooked and microwavable rice remains uncertain due to strong at-home rice preparation methods

Pasta to face competition from ready meals with elevated convenience

CATEGORY DATA

Table 61 Sales of Rice, Pasta and Noodles by Category: Volume 2017-2022

Table 62 Sales of Rice, Pasta and Noodles by Category: Value 2017-2022

Table 63 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2017-2022

Table 64 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2017-2022

Table 65 Sales of Instant Noodles by Leading Flavours: Rankings 2017-2022

Table 66 NBO Company Shares of Rice, Pasta and Noodles: % Value 2018-2022

Table 67 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2019-2022

Table 68 NBO Company Shares of Rice: % Value 2018-2022

Table 69 LBN Brand Shares of Rice: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Table 70 □NBO Company Shares of Pasta: % Value 2018-2022
- Table 71 □LBN Brand Shares of Pasta: % Value 2019-2022
- Table 72 □NBO Company Shares of Noodles: % Value 2018-2022
- Table 73 □LBN Brand Shares of Noodles: % Value 2019-2022
- Table 74 □Distribution of Rice, Pasta and Noodles by Format: % Value 2017-2022
- Table 75 □Distribution of Rice by Format: % Value 2017-2022
- Table 76 □Distribution of Pasta by Format: % Value 2017-2022
- Table 77 □Distribution of Noodles by Format: % Value 2017-2022
- Table 78 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2022-2027
- Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2022-2027
- Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2022-2027
- Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Staple Foods in Singapore

Market Direction | 2022-12-20 | 66 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@scott's-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@scott's-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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com