

## **Processed Fruit and Vegetables in Singapore**

Market Direction | 2024-01-24 | 21 pages | Euromonitor

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### **Report description:**

Processed fruit and vegetables only recorded marginal retail volume growth in 2023, following a dip in 2022 due to rising unit prices, which saw consumers switching to fresh fruit and vegetables. The inevitable price hikes diminished the cost advantage of shelf stable fruit and vegetables. In addition, the growing health and wellness trend, which favours less processed products, and the increasing demand for convenience stemming from busy lifestyles, has also driven a shift from shelf stable to...

Euromonitor International's Processed Fruit and Vegetables 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

### **Why buy this report?**

- \* Get a detailed picture of the Processed Fruit and Vegetables 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Processed Fruit and Vegetables in Singapore  
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List Of Contents And Tables

### **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 1 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 10 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 11 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

### **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 13 Sales of Staple Foods by Category: Volume 2018-2023

Table 14 Sales of Staple Foods by Category: Value 2018-2023

Table 15 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 16 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 18 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

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Table 20 Distribution of Staple Foods by Format: % Value 2018-2023

Table 21 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 22 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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