

HW Cooking Ingredients and Meals in Singapore

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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Report description:

Increased adoption of home cooking and heightened health-consciousness among local consumers since the pandemic have led to growing interest in greater product variety and nutritional options available in retail channels for cooking ingredients and meals. Major players have been diversifying their portfolios to offer healthier options with niche product offerings in addition to different flavours, in an attempt to differentiate and tap into the demands of health-conscious, sophisticated consumer...

Euromonitor International's HW Cooking Ingredients and Meals in Singapore report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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HW COOKING INGREDIENTS AND MEALS IN SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing number of niche products launched by players to tap into demands from health-conscious, sophisticated consumers

Natural is leading claim as local consumers become increasingly interested in health and wellness cooking ingredients and meals

Niche bone and joint health claim sees growth in 2022 as consumers increasingly demand functionality from their diets

PROSPECTS AND OPPORTUNITIES

Government initiatives drive product innovation, but growth depends heavily on consumer receptiveness

Vegan and plant-based offer further promise within health and wellness cooking ingredients and meals

Foods that improve brain health and memory set to benefit from a consumer desire to boost their overall health over the forecast period

CATEGORY DATA

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HEALTH AND WELLNESS IN SINGAPORE

EXECUTIVE SUMMARY

Overview

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