

Snacks in Singapore

Market Direction | 2024-07-10 | 69 pages | Euromonitor

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Report description:

Snacks is set to maintain retail current value growth in Singapore in 2024, as price rises and premiumisation will continue to drive value increases across all the main snacks categories. Meanwhile, price rises and the high cost of living are expected to limit retail volume growth. Although all the main snacks categories are anticipated to maintain positive retail volume performances in Singapore in 2024, growth rates are set to be minimal, and strong variations in performances are expected across...

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 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: 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.

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Euromonitor International
July 2024

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Chocolate confectionery sees sluggish retail volume growth, but rising prices drive up value growth

Chocolate confectionery players expand their portfolios to increase their growth potential

Shifts in distribution channel as consumer preferences change

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Nature Valley continues to lead snack bars amidst intensifying competition

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 Greater brand collaborations and cross-category expansion expected to strengthen brand presence

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Potato chips continues to see flavour innovation

PROSPECTS AND OPPORTUNITIES

Increased interest in healthier savoury snacks as consumers are more mindful in their snacking choices

Demand for familiar flavours with a twist expected to contribute to growth in savoury snacks

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