

Snacks in Singapore

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

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Snacks in Singapore
Euromonitor International
July 2024

List Of Contents And Tables

SNACKS IN SINGAPORE

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Flavour innovations set to drive impulse purchases

Health and wellness trend likely to be a growth driver in the forecast period

Plant-based chocolate confectionery offers growth potential

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tough competition amidst negligible retail volume growth in sugar confectionery

Flavour innovations expected to continue driving growth in pastilles, gummies, jellies and chews

Health and wellness trend pushing the popularity of healthier options

PROSPECTS AND OPPORTUNITIES

Players in sugar confectionery likely to focus on value growth, with limited volume growth expected

Continued rivalry between the leading players in mints and medicated confectionery

Sales through retail e-commerce set to continue growing

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2024

Table 25 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 26 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 27 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 28 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 29 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 30 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 31 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 32 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 33 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 34 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 35 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to slight volume growth as unit price growth slows

Indulgence continues to drive flavour innovation in sweet biscuits

Nature Valley continues to lead snack bars amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to see positive volume growth as consumer confidence recovers

Health and wellness trend set to drive a move towards healthier snacking options

More chocolate confectionery players set to expand their portfolios to include sweet biscuits amidst stagnant volumes

CATEGORY DATA

Table 37 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 38 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 39 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 40 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 41 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 42 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 43 NBO Company Shares of Sweet Biscuits: % Value 2020-2024
 Table 44 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
 Table 45 NBO Company Shares of Snack Bars: % Value 2020-2024
 Table 46 □LBN Brand Shares of Snack Bars: % Value 2021-2024
 Table 47 □NBO Company Shares of Fruit Snacks: % Value 2020-2024
 Table 48 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024
 Table 49 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
 Table 50 □Distribution of Sweet Biscuits by Format: % Value 2019-2024
 Table 51 □Distribution of Snack Bars by Format: % Value 2019-2024
 Table 52 □Distribution of Fruit Snacks by Format: % Value 2019-2024
 Table 53 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
 Table 54 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
 Table 55 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
 Table 56 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unit price growth continues to adversely impact volume consumption

Plant-based ice cream expected to remain a niche category

Indulgence continues to drive new flavour innovation in ice cream

PROSPECTS AND OPPORTUNITIES

Greater focus on value growth than volume growth as brands attempt to sustain profits

Balancing indulgence and healthier snacking through portion control

Brand collaborations to target a wider audience, especially children

CATEGORY DATA

Table 57 Sales of Ice Cream by Category: Volume 2019-2024
 Table 58 Sales of Ice Cream by Category: Value 2019-2024
 Table 59 Sales of Ice Cream by Category: % Volume Growth 2019-2024
 Table 60 Sales of Ice Cream by Category: % Value Growth 2019-2024
 Table 61 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
 Table 62 Sales of Impulse Ice Cream by Format: % Value 2019-2024
 Table 63 NBO Company Shares of Ice Cream: % Value 2020-2024
 Table 64 LBN Brand Shares of Ice Cream: % Value 2021-2024
 Table 65 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
 Table 66 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
 Table 67 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
 Table 68 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
 Table 69 □Distribution of Ice Cream by Format: % Value 2019-2024
 Table 70 □Forecast Sales of Ice Cream by Category: Volume 2024-2029
 Table 71 □Forecast Sales of Ice Cream by Category: Value 2024-2029
 Table 72 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
 Table 73 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN SINGAPORE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimal retail volume growth in savoury snacks amidst poor consumer sentiment

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Private label focuses on premium products to appeal to consumers

CATEGORY DATA

Summary 3 Other Savoury Snacks by Product Type: 2024

Table 74 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 75 Sales of Savoury Snacks by Category: Value 2019-2024

Table 76 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 77 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 79 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 80 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 81 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 82 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 83 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 84 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Snacks in Singapore

Market Direction | 2024-07-10 | 69 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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*	<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="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com