

Baby Food in Singapore

Market Direction | 2024-08-20 | 22 pages | Euromonitor

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Report description:

The ethnic Chinese majority in Singapore, which accounts for around three quarters of the population, has the belief that children born during the auspicious zodiac Year of the Dragon in the Chinese zodiac calendar will harbour beneficial traits and qualities. As 2024 is a Dragon Year, this is likely to cause a spike in the number of births. Therefore, milk formula is expected to see a slight boost to its retail volume sales in Singapore in 2024 - especially standard milk formula - and growth is...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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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Persisting uncertain economic conditions, GST hike, and high inflationary environment hamper growth

Parents seek nutritious and convenient options in baby food

PROSPECTS AND OPPORTUNITIES

Low fertility rate in Singapore set to hamper volume growth of baby food, but value sales will be driven by premiumisation

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