

Rice, Pasta and Noodles in Singapore

Market Direction | 2024-11-18 | 26 pages | Euromonitor

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Report description:

Retail value sales of rice, pasta and noodles are set to rise in current terms in Singapore in 2024. Rice is expected to see the strongest growth in both retail volume and value terms during the year as rice is a main staple for Singaporeans when cooking at home. In 2024, the disposable incomes of consumers are likely to be constrained by the two-phase GST hike, which saw the GST tax raised from 7% to 8% in 2023, and increased by a further percentage point from 1 January 2024. In addition, the i...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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Rice continues to lead category growth as consumers struggle with increased cost of living

Flavour innovation continues to be key driver in instant noodles

Fun marketing tactics to appeal to consumers - especially Gen Z

PROSPECTS AND OPPORTUNITIES

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