



# Other Dairy in Singapore

August 2024

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## Other Dairy in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Declining demand for coffee whiteners, condensed milk, and evaporated milk through retail as consumers seek healthier alternatives

Limited variety of coffee whiteners available also weighs on the development of the category

Modern plant-based cream struggles to gain traction amidst other non-dairy options

#### PROSPECTS AND OPPORTUNITIES

Opportunity for moderate volume growth of condensed and evaporated milk through foodservice channels, but constrained by HPB campaign

Volume sales of single-serve cream expected to rise in the forecast period

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