



Savoury Snacks in Singapore

July 2024

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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
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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