



Butter and Spreads in Singapore

August 2024

Table of Contents

Butter and Spreads in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Foodservice volume growth expected in 2024, driven by recovery of dining out and rise in inbound tourism

Stagnating retail volume growth, due to demand in foodservice and value-seeking behaviour

Presence of convenient formats of butter and spreads available, but not yet significant

PROSPECTS AND OPPORTUNITIES

Butter set to maintain growth as it is a key part of many local dishes, while margarine and spreads projected to decline

While expected to remain a niche trend, a gradual movement is expected to diversify types of spreads for bread besides butter

Key brand SCS set to maintain its strong lead in butter

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2019-2024

Table 2 - Sales of Butter and Spreads by Category: Value 2019-2024

Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 7 - Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Singapore - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 - Penetration of Private Label by Category: % Value 2019-2024

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/butter-and-spreads-in-singapore/report.