



Snacks in Singapore

July 2024

Table of Contents

Snacks in Singapore

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2019-2024

Table 2 - Sales of Snacks by Category: Value 2019-2024

Table 3 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 - Penetration of Private Label by Category: % Value 2019-2024

Table 8 - Distribution of Snacks by Format: % Value 2019-2024

Table 9 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chocolate confectionery sees sluggish retail volume growth, but rising prices drive up value growth

Chocolate confectionery players expand their portfolios to increase their growth potential

Shifts in distribution channel as consumer preferences change

PROSPECTS AND OPPORTUNITIES

Flavour innovations set to drive impulse purchases

Health and wellness trend likely to be a growth driver in the forecast period

Plant-based chocolate confectionery offers growth potential

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 - Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 - Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

Sugar Confectionery in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tough competition amidst negligible retail volume growth in sugar confectionery
Flavour innovations expected to continue driving growth in pastilles, gummies, jellies and chews
Health and wellness trend pushing the popularity of healthier options

PROSPECTS AND OPPORTUNITIES

Players in sugar confectionery likely to focus on value growth, with limited volume growth expected
Continued rivalry between the leading players in mints and medicated confectionery
Sales through retail e-commerce set to continue growing

CATEGORY DATA

Summary 2 - Other Sugar Confectionery by Product Type: 2024

Table 25 - Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 26 - Sales of Sugar Confectionery by Category: Value 2019-2024

Table 27 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 28 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 29 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 30 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 31 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 32 - Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 33 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 34 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 35 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 36 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

Ice Cream in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unit price growth continues to adversely impact volume consumption
Plant-based ice cream expected to remain a niche category
Indulgence continues to drive new flavour innovation in ice cream

PROSPECTS AND OPPORTUNITIES

Greater focus on value growth than volume growth as brands attempt to sustain profits
Balancing indulgence and healthier snacking through portion control
Brand collaborations to target a wider audience, especially children

CATEGORY DATA

Table 37 - Sales of Ice Cream by Category: Volume 2019-2024

Table 38 - Sales of Ice Cream by Category: Value 2019-2024

Table 39 - Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 40 - Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 41 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 42 - Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 43 - NBO Company Shares of Ice Cream: % Value 2020-2024

Table 44 - LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 45 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
Table 46 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
Table 47 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
Table 48 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
Table 49 - Distribution of Ice Cream by Format: % Value 2019-2024
Table 50 - Forecast Sales of Ice Cream by Category: Volume 2024-2029
Table 51 - Forecast Sales of Ice Cream by Category: Value 2024-2029
Table 52 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
Table 53 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Savoury Snacks in Singapore

KEY DATA FINDINGS

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
Private label focuses on premium products to appeal to consumers

CATEGORY DATA

Summary 3 - Other Savoury Snacks by Product Type: 2024
Table 54 - Sales of Savoury Snacks by Category: Volume 2019-2024
Table 55 - Sales of Savoury Snacks by Category: Value 2019-2024
Table 56 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
Table 57 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
Table 58 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
Table 59 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
Table 60 - Distribution of Savoury Snacks by Format: % Value 2019-2024
Table 61 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
Table 62 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
Table 63 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
Table 64 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Sweet Biscuits, Snack Bars and Fruit Snacks in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to slight volume growth as unit price growth slows
Indulgence continues to drive flavour innovation in sweet biscuits
Nature Valley continues to lead snack bars amidst intensifying competition

PROSPECTS AND OPPORTUNITIES

Sweet biscuits, snack bars and fruit snacks set to see positive volume growth as consumer confidence recovers
Health and wellness trend set to drive a move towards healthier snacking options
More chocolate confectionery players set to expand their portfolios to include sweet biscuits amidst stagnant volumes

CATEGORY DATA

Table 65 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 66 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 67 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 68 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 69 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 70 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 71 - NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 72 - LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 73 - NBO Company Shares of Snack Bars: % Value 2020-2024
Table 74 - LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 75 - NBO Company Shares of Fruit Snacks: % Value 2020-2024
Table 76 - LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 77 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 78 - Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 79 - Distribution of Snack Bars by Format: % Value 2019-2024
Table 80 - Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 81 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 82 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 83 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 84 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

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/snacks-in-singapore/report.