

# HW Staple Foods in Singapore

August 2024

**Table of Contents** 

## HW Staple Foods in Singapore - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Healthier bread options rise to the top despite economic uncertainty Popularity of vegetarian staple foods driven by health and wellness trend Instant noodles benefiting from the arrival of healthier options

## PROSPECTS AND OPPORTUNITIES

Government intervention expected to fuel demand for health and wellness staple foods Vegan, vegetarian and plant-based staple foods offer further growth potential Growing focus on specific dietary requirements likely to inform new product development

#### MARKET DATA

- Table 1 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023
- Table 2 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 4 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 6 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 7 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023
- Table 8 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028
- Table 9 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

# Health and Wellness in Singapore - Industry Overview

#### **EXECUTIVE SUMMARY**

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

## DISCLAIMER

# 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/hw-staple-foods-in-singapore/report.