



Euromonitor
International

Sugar Confectionery in Singapore

July 2024

Table of Contents

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 1 - Other Sugar Confectionery by Product Type: 2024
- Table 1 - Sales of Sugar Confectionery by Category: Volume 2019-2024
- Table 2 - Sales of Sugar Confectionery by Category: Value 2019-2024
- Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
- Table 5 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2020-2024
- Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2021-2024
- Table 8 - Distribution of Sugar Confectionery by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2024-2029
- Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

Snacks in Singapore - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2019-2024
- Table 14 - Sales of Snacks by Category: Value 2019-2024
- Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Snacks by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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