

Edible Oils in Singapore

October 2024

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Edible Oils in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowing volume growth in edible oils due to rising prices, global disruptions, and health trends

Continued high cost of living spurs demand for private label

Price sensitivity and health consciousness shape competitive landscape for olive oil

PROSPECTS AND OPPORTUNITIES

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Shift in Government focus to reducing saturated fat in cooking oils, following success of Nutri-Grade sugar initiative Olive oil production expected to recover, due to improved climate conditions

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