



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Singapore

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Convenience and affordability continue to drive processed meat
- Players continue to highlight health claims to drive demand within processed seafood
- Opportunities for growth of chilled processed poultry through convenience channels

PROSPECTS AND OPPORTUNITIES

- Retail volume growth of processed meat is expected to remain moderate over the forecast period
- Meat and seafood substitutes remains niche as consumers prioritise affordability amid poor economic conditions
- Tofu to continue to see rising demand with growth in consumer interest in Chinese cuisine

CATEGORY DATA

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Staple Foods in Singapore - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
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MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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