



Euromonitor
International

Innovation: Food and Beverage in Singapore

July 2024

Table of Contents

INTRODUCTION

Scope

Monitoring innovation for business growth

INNOVATION IN FOOD AND BEVERAGE

Singapore stands among leaders in new product launches across F&B categories

Consumers' health concerns shape product innovations

New launches in Singapore in 2023: Packaged food

Healthy snacking boosts innovation in packaged food

New launches in Singapore in 2023: Pet care

Consumer demand for functional ingredients in pet food is on the rise

New launches in Singapore in 2023: Soft drinks

Functional beverages are on the rise, consumers look for sodas with health benefits

New launches in Singapore in 2023: Hot drinks

Innovation happens around coffee flavours to cater to changing consumer preferences

New launches in Singapore in 2023: Alcoholic drinks

Unique spirit flavours boost new launches in alcoholic drinks

Grocery retailers lead launches with appealing wellness innovations

APPENDIX

Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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/innovation-food-and-beverage-in-singapore/report.