



Euromonitor  
International

# HW Snacks in Singapore

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Economic pressures present challenges for producers of health and wellness snacks

Natural snacks benefiting from a healthy image

Hypoallergenic appeals to more consumers with dietary concerns

### PROSPECTS AND OPPORTUNITIES

Strong demand for healthier snacks expected over the forecast period

Growth predicted for vegan and plant-based snacks, driven by changing lifestyles and concerns over environment and animal welfare

Specific health claims likely to become more prominent while medicated confectionery is seen to have growth potential

### MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks 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

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