



HW Snacks in Singapore

August 2024

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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

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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

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