



HW Dairy Products and Alternatives in Singapore

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

New Nutri-Grade labelling requirement promotes reformulation and brand extensions
Consumers turn to fortified/functional dairy products to improve their nutritional intake
Skin health rises in significance within health and wellness dairy products and alternatives in 2023

PROSPECTS AND OPPORTUNITIES

Plant-based dairy products and alternatives showing strong potential for growth and development
Probiotic remains an important claim among those looking to improve their gut health
Cardiovascular health set to gain momentum as consumers seek dairy products with specific health benefits

MARKET DATA

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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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