



HW Cooking Ingredients and Meals in Singapore

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Locals embrace healthier diets but taste remains important in capturing demand

Natural and organic claims proving popular among health conscious consumers

Manufacturers under pressure to reduce the salt content of their products

PROSPECTS AND OPPORTUNITIES

Government initiatives set to drive product innovation, but delivering on taste will remain key

Vegan, vegetarian and plant-based cooking ingredients and meals showing huge potential as environmental concerns grow

Brain health and memory and high protein products key trends to look out for as consumers look to improve long-term health outcomes

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

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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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