



HW Staple Foods in Singapore

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier bread options rise to the top despite economic uncertainty
Popularity of vegetarian staple foods driven by health and wellness trend
Instant noodles benefiting from the arrival of healthier options

PROSPECTS AND OPPORTUNITIES

Government intervention expected to fuel demand for health and wellness staple foods
Vegan, vegetarian and plant-based staple foods offer further growth potential
Growing focus on specific dietary requirements likely to inform new product development

MARKET DATA

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

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

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

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

Table 9 - Forecast Sales of Staple Foods 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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