

Sweet Spreads in Singapore

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Presence of sweet spreads diminished by competing breakfast options
Growing health and wellness trend drives nut and seed based spreads
Manuka honey continues to boost value growth

PROSPECTS AND OPPORTUNITIES

Product innovation likely to expand the reach of nut and seed based spreads
Savoury options to increasingly compete with sweet spreads
Consumers to choose between affordability and higher specific value

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023
Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023
Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023
Table 6 - NBO Company Shares of Sweet Spreads: % Value 2019-2023
Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023
Table 8 - Distribution of Sweet Spreads by Format: % Value 2018-2023
Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028
Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028
Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Singapore - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-singapore/report.