

Innovation: Food and Beverage in Singapore

November 2023

Table of Contents

INTRODUCTION

Scope

Passport Innovation overview

Euromonitor Innovation definitions

INNOVATION IN FOOD AND BEVERAGE

Over 60% of new product launches in Singapore in 2022 were global premieres

New Food and Beverage launches in Singapore focused on indulgence and health

New launches in Singapore in 2022: Soft Drinks and Hot Drinks

New launches in Singapore in 2022: Packaged Food, Alcoholic Drinks and Pet Care

Ingredients that support health and wellness shaped new product launches

Functional Tea with natural ingredients to support new mothers

Planet Organic Colic Tea launched in Singapore through NTUC FairPrice in 2022

New sub-brand launch timings vary across industries except in foods which is more static

Absolute Holistic offers nutritious options with premium ingredients

Absolute Holistic Freeze Dried Raw Lamb is first seen globally in Singapore in 2022

Two retailers account for 95% of all new launches in Food and Beverage in Singapore in 2022

APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-food-and-beverage-in-singapore/report.