

# HW Snacks in Singapore

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Cost of inflation weighs in on health and wellness trend

2022 sees natural in the lead in health and wellness snacks amid consumer desire to eat better

Hypoallergenic appeals to more consumers with dietary concerns

#### PROSPECTS AND OPPORTUNITIES

Strong demand for healthier snacks expected over the forecast period

Growth predicted for vegan and plant-based snacks, driven by changing lifestyles and concerns over environment and animal welfare

Niche of brain health and memory offers potential as consumers look to specific health claims to support metabolism

#### CATEGORY DATA

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## Health and Wellness in Singapore - Industry Overview

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Overview

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