



HW Dairy Products and Alternatives in Singapore

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural goodness gives the category strong health appeal

INDUSTRY PERFORMANCE

- Nutri-Grade labelling regulations leave their mark
- Drinking milk products stand out with good source of minerals claims
- Probiotic claims stand out as one of the leading claims

WHAT'S NEXT

- Strong growth potential for plant-based alternatives
- Drinking and powder milk to gain from good source of minerals claims
- Strong familiarity of drinking yoghurt to support probiotic claims

CATEGORY DATA

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Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

- Growing reliance on health claims to inform product choices
- Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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