

HW Staple Foods in Singapore

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Prioritising essential goods spurs uneven growth within staple foods
Popularity of vegetarian staple foods driven by health and wellness trend
Skin health rising within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Players are expected to support government's policy on health by innovating their products over forecast period
Niche segments of vegan and plant-based offer further growth potential
Niche of no allergens to record growth as consumers discover staple foods that support certain intolerances

CATEGORY DATA

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Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Overview

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