Euromonitor International

# HW Staple Foods in Singapore

January 2026

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## HW Staple Foods in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers are more sophisticated and demanding

INDUSTRY PERFORMANCE

More sophisticated health preferences drive staple foods
High fibre is leading claim in staple foods
Rice elevates appeal as good source of vitamins

WHAT'S NEXT

Labelling regulations will shape health and wellness in staple foods
Growth potential for vegetarian claims
Ongoing focus on sources of vitamins and minerals

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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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