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**Report Highlights:**

Singapore's food retail sector is highly developed and competitive. The industry is comprised of a range of large supermarkets/hypermarkets, convenience stores, "mom and pop" traditional stores, and specialty retailers. Industry analysts report total retail food sales surpassed \$7 billion USD in 2021. The sector is dominated by three key players: the NTUC Fair Price Cooperative, Dairy Farm Group, and Sheng Siong Supermarket Chain. Top prospective U.S. products for the sector include food preparations, dairy, fresh fruit, processed vegetables, bakery goods, cereals and pasta, poultry, and beef products.

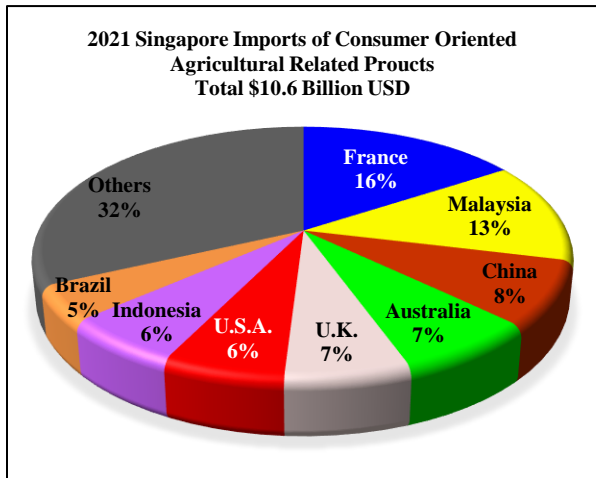
# Market Fact Sheet: Singapore

## Executive Summary

Singapore’s highly import dependent, multi-billion-dollar food industry is driven by robust consumer spending, high disposable incomes, and intense urbanization. The country’s trade and regulatory policies are focused on ensuring consistent foreign supply of safe, high-quality food and agricultural products. Singapore’s total agricultural and related product imports in 2021 reached \$17.2 billion USD, roughly nine percent of which was sourced from the United States (Trade Data Monitor-TDM).

### Imports of U.S. Consumer-Oriented Products

In 2021, the United States was Singapore’s sixth largest supplier of consumer-oriented food and beverage products, with total sales reaching \$673 million USD for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, bakery goods, cereals and pasta, poultry, and beef products.



Source: Trade Data Monitor

### Retail Foods

Singapore’s retail foods sector is highly developed and very competitive, with total sales in 2021 reaching over \$7 billion USD (Euromonitor). The sector is dominated by three key players: NTUC Cooperative, Dairy Farm Group, and Sheng Siong Supermarket Chain.

### Food Processing

The Singaporean food processing industry is relatively small. However, almost all raw materials or ingredients used in the processing industry are imported. Total industry output value in 2020 reached almost \$8.5 billion USD.

### Hotel, Restaurant, and Institutional

Singapore has a highly developed and competitive hotel, restaurant and institutional (HRI) sector, total sales in 2021 totaled \$7.7 billion USD. The HRI sector was the worst sector, tourism receipts in 2021 totaled \$1.5 billion USD versus \$21 billion pre-COVID pandemic. The reopening of international borders with higher tourist arrivals will boost tourism receipts. Nonetheless the sector has evolved over the course of the past year, with increased digitalization and food deliveries.

Singapore’s Macroeconomics	
<b>Population:</b>	5.5 million people (2021) <i>(Source: www.singstat.gov)</i>
<b>Per Capita Income:</b>	\$59,798 USD (2020) <i>(Source: World Bank)</i>
<b>Real GDP Growth:</b>	7.6% (2021) <i>(Source: Singstat)</i>
<b>GDP Composition:</b>	<ul style="list-style-type: none"> <li>Industry: 26%</li> <li>Services: 74%</li> </ul> <i>(Source: Singstat)</i>

U.S. Exporter Opportunities and Challenges	
<b>Opportunities</b>	<b>Challenges</b>
<ul style="list-style-type: none"> <li>-The growing Singaporean Retail, Food Processing, and HRI sectors are highly dependent on a broad range of imported food products and ingredients.</li> <li>-High disposable incomes drive demand for premium products.</li> </ul>	<ul style="list-style-type: none"> <li>-The Singapore market is highly competitive and can be very price sensitive.</li> <li>-China and other regional suppliers have gained significant market share in recent years.</li> </ul>
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>-U.S. food and agricultural products are trusted and perceived to be of high quality.</li> <li>-Top U.S. brands are popular and in strong demand.</li> </ul>	<ul style="list-style-type: none"> <li>-Many U.S. exporters are unfamiliar with the market and are therefore sometimes unable to meet specific requirements and order sizes.</li> <li>-Time commitment for brand building can be significant.</li> </ul>

**SECTION I. MARKET SUMMARY**

Singapore’s food retail sector is one of the most highly developed and competitive in the Southeast Asia region. The industry is comprised of a range of large supermarkets/hypermarkets, convenience stores, “mom and pop” traditional stores, and specialty retailers. According to industry analysts, the country’s food retailers surpassed \$7 billion USD in sales in 2021, with forecasted sales to reach \$9 billion by 2023. The sector is dominated by three key players: the [\*NTUC Fair Price Cooperative\*](#), [\*Dairy Farm Group\*](#), and [\*Sheng Siong Supermarket Chain\*](#).

Singapore’s economy experienced a slowdown in 2021 triggered by the COVID-19 pandemic, which impacted business activity in various sectors. The ongoing war between Russia and Ukraine has resulted in a spike of food and energy prices as well as supply chain disruptions. Export restrictions in supplying countries are felt in Singapore as the country is import dependent. In particular, Malaysia’s recent export ban on live chickens and fresh poultry has caused fresh poultry related businesses to shut temporarily as one-third of supplies came from Malaysia. Despite these factors, the outlook for the sector is strong, and will continue as the consumer market is supported by high disposable incomes. The Singapore Government continues to provide economic stimulus measures and monetary aids to both businesses and individuals to mitigate economic hardship.

**Table 1: Advantages and Challenges in the Singapore Retail Foods Industry**

Advantages	Challenges
<ul style="list-style-type: none"> <li>• Singapore is highly dependent on imports for all of its food requirements.</li> <li>• Higher disposable incomes and a well-traveled and educated population drives demand for premium products.</li> <li>• Preference for high-quality premium, wholesome, and natural products (although the market is niche). Millennials with higher spending power are willing to purchase imported meats, premium fruits, wines, spirits and beers, and pet food.</li> <li>• Large resident expatriate community. Influence of western trends and eating habits and the proliferation of western-style restaurants and fast-food chains.</li> <li>• Consumers generally perceive “Made in USA” or “Imported from USA” and U.S. brands as quality suppliers of food and drink products.</li> </ul>	<ul style="list-style-type: none"> <li>• Extremely high rental and operating costs in Singapore make promotional marketing activities more challenging.</li> <li>• Competition in the Singaporean market is more intense in recent years, with countries such as China picking up significant market share.</li> <li>• Imported U.S. products are priced slightly more than other regional suppliers.</li> <li>• End users lack knowledge on use of U.S. products and their versatility.</li> <li>• U.S. exporters’ inability to service Singapore importers, retailers, and end users, i.e. meeting smaller packaging and reduced pricing that fits the market and providing marketing support.</li> </ul>

**Table 2: Food Retailers in Singapore**

**NTUC FAIRPRICE** *Singapore's largest retailer (supermarkets, hypermarkets, gas marts and convenience stores)*

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- Market share of 35 percent.
- Retail Format: FairPrice, Finest, FairPrice Xtra, and FairPrice Xpress supermarkets or hypermarkets. Cheers convenience stores.
- Housebrand/Private label: FairPrice, Gold, Home Proud, Pasar and Pasar Organic.
- Exclusive Brands: Kirkland Signature, 365, and Tesco
- Procures from consolidates, distributors, local importers and direct from exporters.
- Targets all income groups with different retail formats.

**Dairy Farm Group** *Singapore's 2nd largest retailer (supermarkets, hypermarkets, gourmet stores and convenience stores)*

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- Market share of 15 percent.
- Retail Format: Cold Storage, CS Fresh and Giant supermarkets and 7 Eleven convenience stores.
- Housebrand/Private label: Meadows, Papa Alfredo, Captain Catch, and Giant
- Exclusive Brands; Waitrose & Partners, Duchy Organics, and Alison's Pantry
- Procures from consolidators, distributors, local importers, and direct from exporters.
- Targets middle and upper income group while the hypermarkets target middle to lower income groups.

**Sheng Siong**

*Singapore's 3rd largest retailer*

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- Retail Format: Supermarkets with "wet & dry" market experience
- Located across the island, mostly in suburban neighborhood areas.
- Housebrand/Private label: Happy Family, Tasty Bites, Jean Fresh, Homeniks, Heritage Farm, Bake For You, and PowerPlus.
- Procures from distributors, local importers, and direct from exporters.
- Targets middle to lower income groups.

Other retailers include:

- Online grocers: [RedMart](#), [Amazon](#) and [Shopee](#)
- [Hao Marts](#) with 45 outlets, mainly located in residential areas, price-competitive.
- [Prime Supermarkets](#) with 20 stores, mainly located in suburban neighborhood areas, targeting budget-conscious consumers.
- The Japanese retail stores [Meidi-Ya Singapore](#) and [Isetan Supermarket](#).
- [Mustafa Supermarket](#) in "Little India" which imports from multiple countries (including the United States) which is very popular amongst the migrant workers and tourists.
- Specialty grocers such as: [Scoops Wholefoods](#), The Source Bulk Food, [Ryan's](#), [Culina](#), [Little Farms](#), [Huber's](#), and organic and wholesome stores such as [Supernature](#), [Mahota](#).
- Traditional "wet and dry" markets and "Mom and Pop" grocery stores.

Sources: Euromonitor and FAS/Singapore

## **Key Sector Trends**

- Changing consumer behavior in consumption and buying patterns. Consumer lifestyles have changed because of COVID-19. Strong demand for premium products and interest in home cooking are expected to continue.
- Health and wellness trends continued to be prevalent in 2021, accelerated by COVID-19 as consumers pay more attention to their wellbeing. Consumers are more informed and prefer preservative-free products and healthier food products; reduced sugar, salt and/or fat content. More consumers are paying more attention to product nutrition labels.
- The pandemic is the biggest driver in increased digitalization. Online shopping will continue to grow as online grocers such as Lazada-Redmart offer attractive promotional campaigns, such as gifts with purchase, bundle discounts, and country-specific promotions. Other factors include convenience, variety, stock availability, and flexibility in adding more items to the purchase before delivery. Live e-commerce and livestreaming utilizing social media platforms such as Facebook are new concepts that are increasing in prominence and popular in Singapore.
- Singapore's 30 by 30 green plan, a government goal to have local producers meet 30 percent of the country's nutritional needs by 2030, is intended to result in more sustainable supply and to build a more resilient food future. Leading retailers FairPrice and Sheng Siong are the most vocal in highlighting these initiatives in their marketing communications.
- Brand disloyalty or brand switching is increasing. According to the Nielsen's Insight March 2020 report, more consumers are willing to try new brands, and/or switch for "value-for-money" food and beverage products. Private label or house brands by the supermarket retailers are gaining popularity amongst the bargain hunters as prices are often lower than national brands.
- There are an increasing number of independent specialty retail stores selling premium gourmet and/or organic and wholesome/natural food products. Premium supermarkets and independent specialty retail stores located in upscale residential areas have seen stronger growth as they cater to upper income consumers and expatriates with higher disposable income.
- Singapore is experiencing high saturation in convenience stores. Many convenience stores are located near each other, and competition is intense. Local stores U Stars and HAO Mart that have a lower brand positioning are competing with 7 Eleven and Cheers with premium positioning.

## **SECTION II. ROAD MAP FOR MARKET ENTRY**

U.S. exporters of food and agricultural products should consider the following when planning to enter the Singapore market:

### Regulatory Compliance

- Analyze Singapore food laws, packaging and labeling requirements, and importer criteria for entry into the Singapore market.
- Detailed information on Singapore regulations and requirements can be found by accessing the FAS/Singapore *Food and Agricultural Import Regulations & Standards Country Report*. Maintain strong communication with local importers to ensure all certificates and import permits are valid and up to date.

### Market Research

- Review the types of U.S. products that can be readily targeted in the market.
- Consider the price competitiveness of U.S. products in comparison with similar products available in Singapore.

### Exporter Assistance

- USDA/FAS partners with *State and Regional Trade Associations (SRTG)* and manages a toolkit of market development programs to help U.S. exporters develop and maintain markets. U.S. exporters are encouraged to participate in regional trade shows and trade missions by tapping into the resources offered by State and Regional Trade Associations (SRTG).

### Due Diligence

- Select partners/importers carefully and conduct due diligence and background checks to avoid trade conflicts and financial disputes.

### Develop Links

- Develop links with local importers that target major retailers. U.S. exporters are advised to appoint local distributors or at least a local representative to help guide them through the requirements of Singapore food regulations and local trading practices.

### Market Promotion

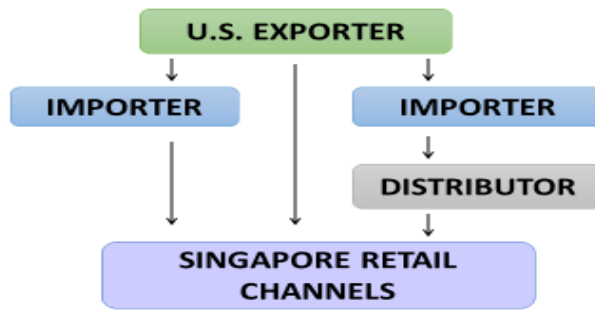
- Participate in regional trade shows and trade missions by tapping into the resources offered by State and Regional Trade Associations.
- Conduct product promotions and/or demonstrations through online platforms via social media, web-based advertising, etc. to engage with end-users. This type of marketing is particularly effective during festive and peak seasons (for example, "Great Singapore Sale", Chinese Lunar New Year, Christmas, etc.).

## Distribution Channels

Food products in Singapore are generally distributed through local importers/distributors who supply them to retailers. Large retailers also procure directly for cost efficiencies and most have their own warehousing facilities to store and to repackage goods. Distribution to wet markets, hawkers, and small neighborhood stores is usually managed by intermediary wholesalers; however, market penetration of U.S. products in these alternative channels is limited.

Singapore’s distribution channels for consumer-ready foods are dominated by supermarkets and hypermarkets and the two leading convenience store chains, [7-Eleven](#) and [Cheers](#), which are also owned and operated by the two leading supermarket operators, [NTUC FairPrice Cooperative](#) and [Dairy Farm Group](#).

### Distribution of Consumer-Ready Food and Drinks in Singapore

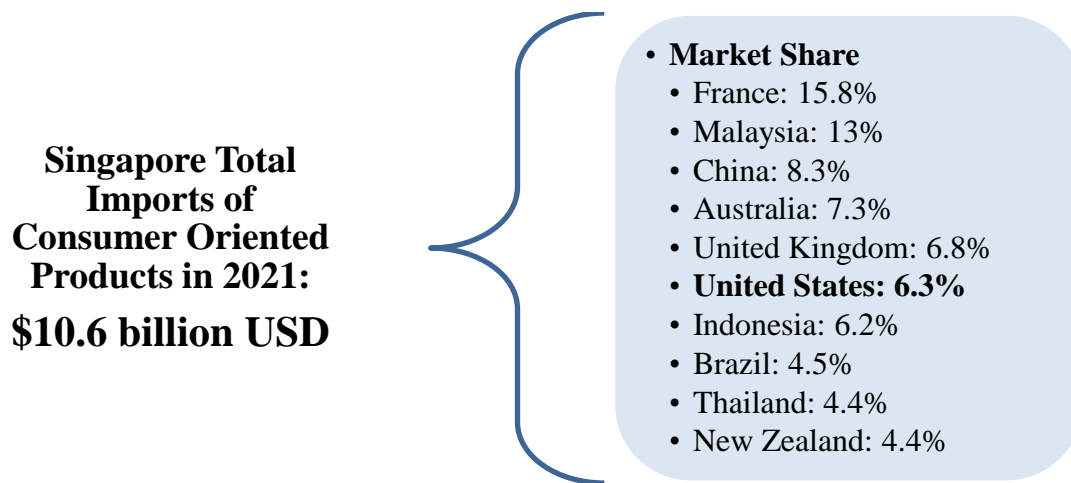


### Food Standards and Regulations

The Singapore Food Agency (SFA) is the national authority responsible for food security and safety matters in the country. Several types of food products entering Singapore must originate from establishments approved by SFA. For more details on export requirements to the Singapore market, please refer to the latest FAS Singapore [Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#).

### SECTION III. COMPETITION

**Table 1: Top Ten Supplying Countries to Singapore and their Market Share**



**Table 2: Competition in the Major Consumer-Oriented Product Categories**

<b>Product Category (2021)</b>	<b>Major Supply Sources (2021)</b>	<b>Foreign Supplier Situation</b>	<b>Local Supplier Situation</b>
<b>Beef and Beef Products</b> <b>Net Imports: \$341 million</b>	<ol style="list-style-type: none"> <li>1. Brazil: 36%</li> <li>2. Australia: 30%</li> <li>3. United States: 12%</li> <li>4. Japan: 8%</li> </ol>	Australia & New Zealand are traditional suppliers. Brazil competes in the frozen beef segment.	Singapore does not produce beef.
<b>Pork and Pork Products</b> <b>Net Imports: \$368 million</b>	<ol style="list-style-type: none"> <li>1. Brazil: 39%</li> <li>2. Australia: 16%</li> <li>3. Germany: 10%</li> <li>4. Spain: 10%</li> <li>5. Netherlands: 6%</li> <li>6. China: 6%</li> <li>7. United States: 4%</li> </ol>	<p>Brazil dominates the frozen segment, while Australian pork dominates the fresh/chilled market.</p> <p>U.S. processed pork is growing in popularity.</p>	Live pigs from Indonesia are imported and slaughtered. Most of the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
<b>Poultry Meat and Products</b> <b>Net Imports: \$398 million</b>	<ol style="list-style-type: none"> <li>1. Brazil: 50%</li> <li>2. Thailand: 28%</li> <li>3. United States: 6%</li> <li>4. Malaysia: 5%</li> </ol>	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in-country.
<b>Seafood Products</b> <b>Net Imports: \$1.1 billion</b>	<ol style="list-style-type: none"> <li>1. Malaysia: 16%</li> <li>2. China: 14%</li> <li>3. Vietnam: 10%</li> <li>4. Indonesia: 9%</li> <li>5. Japan: 8%</li> </ol>	ASEAN countries and China dominate. Fresh/chilled prawns, live crabs, frozen cuttlefish, and squid are key products.	90% of seafood is imported. The remainder is supplied by sea-based Singaporean aquaculture operations.
<b>Fresh Fruit</b> <b>Net Imports: \$569 million</b>	<ol style="list-style-type: none"> <li>1. China: 14%</li> <li>2. Malaysia: 14%</li> <li>3. United States: 12%</li> <li>4. Australia: 12%</li> </ol>	Top U.S. fresh fruits in the Singapore market include grapes, oranges, strawberries, and apples.	Singapore produces very little fresh fruit.
<b>Processed Fruit</b> <b>Net Imports: \$149 million</b>	<ol style="list-style-type: none"> <li>1. China: 20%</li> <li>2. Indonesia: 15%</li> <li>3. Malaysia: 11%</li> <li>4. United States: 10%</li> </ol>	U.S. processed fruits are very popular; some are repacked and sold under local brands.	Singapore is not a significant producer of processed fruit.
<b>Tree Nuts</b> <b>Net Imports: \$185 million</b>	<ol style="list-style-type: none"> <li>1. Indonesia: 29%</li> <li>2. Malaysia: 20%</li> <li>3. United States: 11%</li> <li>4. Thailand: 8%</li> </ol>	Along with cashews from neighboring countries, U.S. nuts are very popular. Some U.S. nuts are repacked and sold under local brands.	Singapore is not a major producer of edible nuts.



<b>Wine and Beer Net Imports: \$996 million</b>	<ol style="list-style-type: none"> <li>1. France: 58%</li> <li>2. Australia: 15%</li> <li>3. Italy: 3%</li> <li>4. Japan: 3%</li> <li>5. United States: 3%</li> </ol>	France dominates the premium wine market. U.S. wines are growing in popularity.	Singapore does not produce wine. Asia Pacific Breweries (APB), dominates the beer market.
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Source: Trade Data Monitor

#### SECTION IV. BEST PRODUCT PROSPECT CATEGORIES

U.S. Products	2021 Singapore Total Import Value (million USD)	2021 Total Import Value from the United States (million USD)
Food Preparations & Ingredients	\$1,095	\$155
Dairy Products	\$1,202	\$105
Fresh Fruit	\$569	\$70
Processed Vegetables	\$295	\$62
Beef & Beef Products	\$341	\$41
Bakery Goods, Cereals & Pasta	\$547	\$28
Chocolate & Cocoa Products	\$324	\$26
Poultry Meat & Products	\$398	\$22
Tree Nuts	\$185	\$21

Source: Trade Data Monitor

#### SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Organization	Address	Contact
<b>USDA Foreign Agricultural Service American Embassy Singapore</b>	27 Napier Road Singapore 258508 Tel: (65) 6476-9120	Email: <a href="mailto:AgSingapore@usda.gov">AgSingapore@usda.gov</a>
<b>U.S. Dairy Export Council</b>	20 Martin Road Seng Kee Building, #08-01 Singapore 239070 Tel: (65) 6230 8550	Dalilah Ghazalay Regional Director, SEA Marketing & Operations Email: <a href="mailto:dali@dairyconnect.biz">dali@dairyconnect.biz</a>
<b>U.S. Grains Council</b>	14-1 Wisma UOA Damansara II No. 6, Changkat Semantan, Damansara Heights 50490 Kuala Lumpur, Malaysia Tel: (60) 3 2093 6826	Caleb Wurth Regional Director, SE Asia & Oceania Email: <a href="mailto:usgckl@usgc.com.my">usgckl@usgc.com.my</a>
<b>U.S. Meat Export Federation</b>	627 A Aljunied Road #04-04 Biztech Centre Singapore 389842	Sabrina Yin, Regional Director Email: <a href="mailto:singapore@usmef.com.sg">singapore@usmef.com.sg</a>

	Tel: (65) 6733 4255	
<b>USA Poultry &amp; Egg Export Council</b>	541 Orchard Road #15-04 Liat Towers Singapore Tel: (65) 6737 1726	Margaret Say, Regional Director Email: <a href="mailto:msay@usapeec.org.sg">msay@usapeec.org.sg</a>
<b>California Wine Institute Food Export-Midwest Food Export-Northeast Western U.S. Agricultural Trade Association</b>	48 Toh Guan Road East #02-129 Enterprise Hub Singapore Tel: (65) 6515 6113	Richard Lieu Chuah Siew Keat Emails: <a href="mailto:richardlieu@lieumktg.com.sg">richardlieu@lieumktg.com.sg</a> ; <a href="mailto:siewkeat@lieumktg.com.sg">siewkeat@lieumktg.com.sg</a>
<b>U.S. Soybean Export Council</b>	541 Orchard Road #11-03 Liat Towers Singapore Tel: (65) 6737 6233	Timothy Loh, Director Email: <a href="mailto:TLoh@ct.ussec.org">TLoh@ct.ussec.org</a>
<b>U.S. Wheat Associates</b>	#15-02 Liat Towers Singapore Tel: (65) 6737 4311	Joe Sower, Regional Vice President for South Asia Email: <a href="mailto:InfoSingapore@uswheat.org">InfoSingapore@uswheat.org</a>

<b>Singapore Government Websites:</b>	
Singapore Food Agency	<a href="https://www.sfa.gov.sg/">https://www.sfa.gov.sg/</a>
Department of Statistics	<a href="https://www.singstat.gov.sg/">https://www.singstat.gov.sg/</a>
Singapore Government	<a href="https://www.gov.sg/">https://www.gov.sg/</a>
<b>U.S. Websites:</b>	
USDA FAS	<a href="https://www.fas.usda.gov/">https://www.fas.usda.gov/</a>
USDA FAS GAIN Reports	<a href="https://fas.usda.gov/data/search">https://fas.usda.gov/data/search</a>
USDA FSIS	<a href="http://www.fsis.usda.gov/inspection/import-export/import-export-library">www.fsis.usda.gov/inspection/import-export/import-export-library</a>
Regional Associations & Trade Groups	<a href="http://www.nasda.org/about/regional-associations-trade-groups">www.nasda.org/about/regional-associations-trade-groups</a>
Food Export Midwest Food Export Northeast	<a href="https://www.foodexport.org/">https://www.foodexport.org/</a>
Southern U.S. Trade Association	<a href="https://www.susta.org/">https://www.susta.org/</a>
Western U.S. Agricultural Trade Association	<a href="https://www.wusata.org/">https://www.wusata.org/</a>

**Attachments:**

No Attachments