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Report Highlights:

Singapore has a highly developed and competitive hotel, restaurant and institutional (HRI) sector with sales in 2021 totaling \$7.7 billion USD. The HRI sector suffered badly during the pandemic. The industry lost over \$19 billion USD from tourism sales in 2021 alone. The recent reopening of international borders and is expected to boost tourism once again. However, the HRI industry is not expected to fully recover until 2024. Additionally, the sector has evolved over the course of the past few years with increased digitalization and food deliveries.

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 import in 2021 reached \$17.2 billion USD, roughly 9 percent of which was sourced from United States. (Trade Date Monitor)

Imports of U.S. Consumer-Oriented Products

In 2022, 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 vegetable, bakery goods, cereals and pasta and beef products.



Source: Trade Data Monitor

Retail Foods Industry

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

Food Processing

The Singapore food processing industry is relatively small. However, almost all raw materials or ingredient 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 least profitable sector, tourism receipts in 2021 totaled

\$1.5 billion USD versus \$21 billion pre-COVID-19 pandemic. The reopening of international borders with higher tourist arrivals will boost tourism sales. Nonetheless, the sector has evolved over the course of the past year, with increased digitalization and food deliveries.

Quick Facts CY 2021

Imports of Consumer-Oriented Products \$10.2 billion.

Top 10 Growth Products in Singapore

- 1) Food Preps. 2) Dairy Products
- 3) Bakery Goods, Cereals & Pasta
- 4) Beef & Beef Products
- 5) Poultry Meat & Products 6) Fresh Fruit
- 7) Chocolate & Cocoa Products 8) Tree Nuts
- 9) Wine 10) Seafood

Top Singapore Retailers

NTUC Cooperative
Dairy Farm Group
Sheng Siong Supermarket Chain

Singapore's Macroeconomics

Population: 5.5 million people (2021)

(Source: www.singstat.gov)

Per Capita Income: \$59,798 USD (2020)

(Source: World Bank)

Real GDP Growth: 7.6 percent (2021)

(Source: Singstat)

GDP Composition:

- Industry: 26 percent
- Services: 74 percent

(Source: Singstat)

U.S. Exporter Opportunities and Challenges

Opportunities	Threats
<p>-The growing Singaporean Retail, Food Processing and HRI sectors are highly dependent on a broad range of imported food products and ingredients.</p> <p>- High disposable incomes drive demand for premium products.</p> <p>- Singapore is a trendsetter and an ideal launch pad for food and beverage concepts.</p>	<p>-The Singapore market is highly competitive and can be very price sensitive for certain products.</p> <p>-China and other regional suppliers have gained significant market share in recent years.</p>
Strengths	Weaknesses
<p>-U.S. food and agricultural products are trusted and perceived to be of high quality.</p> <p>-Top U.S. brands are popular and in strong demand.</p>	<p>-Many U.S. exporters are unfamiliar with the market and are therefore sometimes unable to meet specific requirements and order sizes.</p> <p>-Time commitment for brand building can be significant.</p>

SECTION I. MARKET SUMMARY

MARKET SUMMARY

Singapore has a vibrant and highly competitive hotel, restaurant, and institutional (HRI) sector with a total of 27,704 outlets in five sub-industries, such as cafes/bars, full-service restaurants, limited-service restaurants, self-service cafeterias, and street stalls/kiosks. Its food service industry, which includes hotels, restaurants, casual dining, fast food outlets and local food stalls is highly diverse with a broad range of Asian and Western cuisines widely available. According to Euromonitor, Singapore's HRI sector is worth about \$7.5 billion USD and is expected to grow by 2.1 percent by 2023. Tourist arrivals and sales in Singapore will improve with the reopening of international borders excluding China, however, a full recovery of foodservice sales to pre-pandemic levels is unlikely before 2024.

Sector Trends

- Singaporean HRI industry is highly dependent on tourism and consumer expenditures. In order to help businesses, transform and overcome challenges, the government offered support during the pandemic, and in March 2022 launched post-pandemic support initiatives as well, thus enabling those in the foodservice industry to stay afloat.
- Digitalization has accelerated in the foodservice sector, as foodservice operators are leveraging digitalization to provide customers with a safe dining experience using cashless payment and contactless menu options.
- Third party food delivery dramatically increased by 45 percent in the last year due the lockdown and dining-in restrictions. Hawkers are able to leverage solutions such as food delivery operators like GrabFood, Deliveroo, and Food Panda with the government's support assistance, waiving part of these services' high commission fees of about 20-30 percent.
- Health and wellness trends continue to be prevalent. Consumers are selecting for healthier foods opting for reduced sugar, salt, and/or fat content. Of note: Singapore's Ministry of Health will implement nutri-grade labeling measures and legislation end of 2022 to curb sugar consumption.
- Fast and convenient food options are increasingly popular for time-strapped Singaporeans, often managing fulltime work and family life.
- Plant-based foods are gaining popularity, partly driven by a heightened sense of social, environmental and health awareness. Independent restaurants are offering more vegetarian options, adapting menu options to incorporate plant-based proteins.
- Good food and experiential dining are on the rise for affluent, elite consumers. Michelin-starred restaurants offer superior food quality, ambience, and aesthetics, and these outlets report no shortage of customers.
- International franchise dining chains are highly prevalent and very trendy in Singapore. Popular U.S. franchises [*Eggslut*](#) and [*Shake Shack*](#) have opened outlets in the city-state.
- Singapore's hawker culture was recognized by UNESCO as an intangible cultural heritage in 2020. According to Euromonitor, at least 40 percent of meals are eaten at hawker centers. However, the city-state's hawkers face high rental costs, and growing lack of interest from younger generations to carry-on the businesses due to long hours and low profit margins.

Advantages and Challenges for U.S. Exporters

Advantages

- U.S. food products are known to be high quality and safe.
- Growing popularity of fast and convenient food options complement procurement systems that source food and beverage products from the United States.
- Singapore is import-reliant for its food needs; 90 percent of its foods are imported from 170 countries/regions, including beef, dairy products, fresh fruits, and vegetables.
- The high-end HRI segment maintains high standards of quality and hygiene, which is positive for U.S. food and beverage prospects.

Challenges

- Imported U.S. products are generally more expensive (rising freight costs).
- High rental and operating costs, including difficulty in hiring workers from neighboring countries due to the government's labor policies regarding foreign workers.
- Competition remains strong, especially from "traditional" and cheaper food-supplying countries such as Australia, New Zealand, China, Malaysia, and other regional countries.
- The healthy eating food trend may impact the quick service industry, which tends to use U.S. inputs. Fast food is often associated with eating extra calories (higher fat, sugar and salt content), and considered junk food.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. ENTRY STRATEGY

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 the HRI. 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. Partnering food delivery platforms such as Grab, Deliveroo, Foodpanda and restaurant chains by featuring U.S. themed food options .

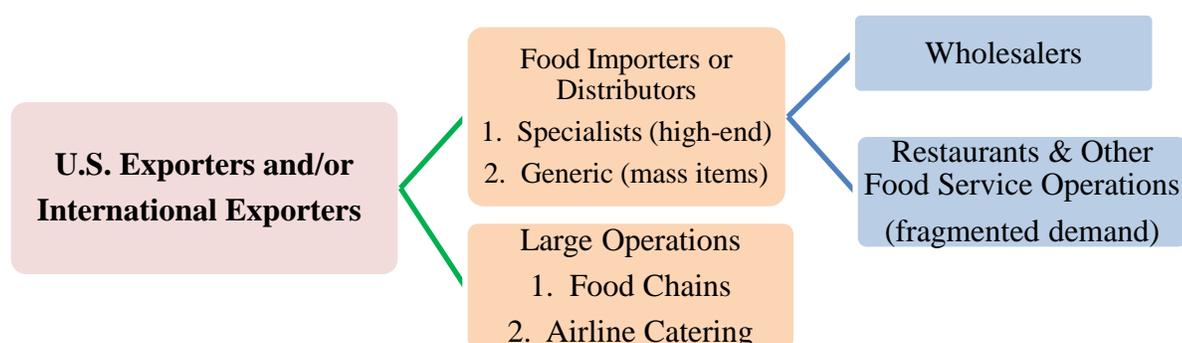
B. MARKET STRUCTURE

1. Consumer Foodservice- Independent vs. Chained: Units/Outlets 2021

Type	Independent	Chained	Total
Cafés/Bars	1,688	654	2,342
Full-Service Restaurants	1,206	513	1,719
Limited-Service Restaurants	63	1,576	1,639
Self-Service Cafeterias	-	6	6
Stalls/Kiosks	19,946	2,133	22,079
Consumer Foodservice	22,903	4,882	27,785

Source: Euromonitor

C. DISTRIBUTION CHANNELS



- Major Singapore foodservice suppliers/distributors are: *Angliss*, *Indoguna*, *Culina*, *Euraco*, *Gan Teck Kar*, *QB Foods*, *Lim Siang Huat*, etc.
- Singapore Importers/Distributors have their own cold stores and fleet of refrigerated trucks.

D. SUB-SECTOR PROFILES

1. **Hotels/Resorts:** There 400 total properties providing 63,000 total rooms (SG Dept. of Statistics) in Singapore. Apart from lodging, the properties make a significant portion of their revenue from the sale of food and beverages to the public. Major upscale hotel brands usually house high-end restaurants. Hotel food and beverage supplies are usually procured from local foodservice suppliers. The following is a list of international chain hotels and resorts in Singapore:

International Hotel Chains	Website
Accor Hotels	https://www.frhi.com/
Four Seasons Hotels and Resorts	https://www.fourseasons.com/singapore/
Hilton Worldwide	https://www3.hilton.com/en/index.html
Hyatt Hotels Corporation	https://www.hyatt.com/en-US/hotel/singapore/grand-hyatt-singapore/sinrs
Intercontinental Hotel Group	https://www.ihgplc.com/

Marriott International	https://www.marriott.com/hotels/travel/sindt-singapore-marriott-tang-plaza-hotel/
Millennium Hotels	https://www.millenniumhotels.com/en/singapore/
Regent Hotels and Resorts	https://regentsingapore.com.sg/
Shangri-La Hotel and Resorts	http://www.shangri-la.com/en/singapore/shangrila/
Starwood Hotels and Resorts	https://www.marriott.com/default.mi?program=spg
Pan Pacific Hotels and Resorts	https://www.panpacific.com/en/hotels-and-resorts/pp-marina.html
Meritus Hotels and Resorts	https://www.meritushotels.com/en/index.html
Mandarin Oriental Hotel Group	https://www.mandarinoriental.com/

2. Limited-Service Restaurants, Cafés/Bars & Street Stalls/Kiosks

The limited-service restaurants, cafés/bars and street stalls segment or the mass market segment, comprised 75 percent of the foodservice market, valued at \$4.7 billion USD. Players in this segment include chain, casual and fast-food style restaurants. This segment is among the fastest-growing F&B categories in Singapore as it offers convenience and is inexpensive.

Table 1: Global Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2018-2021

	Global Brand Owner	2018	2019	2020	2021
McDonald's	McDonald's Corp	15.8	16.3	18.4	18.5
KFC	Yum! Brands Inc	5.2	5.2	5.6	5.4
Din Tai Fung	Fairy Rise Development Ltd	3.6	3.7	3.4	3.5
7-Eleven	Seven & I Holdings Co Ltd	2.5	2.4	3.3	3.0
Pizza Hut	Yum! Brands Inc	2.3	2.3	2.9	2.9
Starbucks	Starbucks Corp	2.6	2.7	3.0	2.9
Burger King	Restaurant Brands International Inc	1.7	1.8	2.5	2.4
Subway	Doctor's Associates Inc	2.4	2.5	2.3	2.1
Old Chang Kee	Ten & Han Trading Pte Ltd	2.0	2.0	1.7	1.8
Paradise restaurants	Paradise Group Holdings Pte Ltd	1.6	1.7	1.5	1.7
Tung Lok Restaurants	Tung Lok Restaurants (2000) Ltd	2.1	2.1	1.8	1.6
Jollibean	Jollibee Foods Corp	-	1.8	1.9	1.5
KOI Thé	Koi Thé Co Ltd	1.3	1.3	1.3	1.4
Sushi Express	Sushi Express Group	1.1	1.2	1.4	1.3
Swensen's	CoolBrands International Inc	1.6	1.5	1.2	1.3
Crystal Jade	Crystal Jade Culinary Concepts Holding	1.5	1.4	1.1	1.1
Li Ho	RTG Holdings	0.8	0.9	0.9	1.1
Saizeriya	Saizeriya Co Ltd	1.0	1.0	1.0	1.1
Imperial Treasure	Imperial Treasure Restaurant Group	1.1	1.2	0.9	1.0

	Global Brand Owner	2018	2019	2020	2021
	Pte Ltd				
The Soup Spoon	Soup Spoon Pte Ltd, The	0.8	0.8	1.0	0.9
4Fingers	4Fingers Pte Ltd	0.7	0.7	0.8	0.9
Mr Bean	Super Bean International Pte Ltd	0.9	0.9	1.0	0.9
Domino's Pizza	Domino's Pizza Inc	0.7	0.7	1.0	0.9
Ichiban Boshi	RE&S Holdings Ltd	1.0	0.9	0.8	0.9
Stuff'd	Stuff'd Ventures Pte Ltd	0.5	0.8	0.8	0.8
Soup Restaurant	Soup Restaurant Group Ltd	0.9	0.9	0.8	0.8
Long John Silver's	LJS Partners LLC	0.7	0.7	0.8	0.7
Ya Kun Kaya Toast	Ya Kun International Pte Ltd	0.7	0.7	0.7	0.7
Toast Box	BreadTalk Group Ltd	0.7	0.8	0.8	0.7
Dian Xiao Er	YES F&B Group Pte Ltd	0.6	0.6	0.6	0.7
The Coffee Bean & Tea Leaf	International Coffee & Tea LLC	1.8	-	-	-
Others	Others	39.9	38.3	34.8	35.2
	Total	100.0	100.0	100.0	100.0

3. Institutional Food Service

Singapore Airport Terminal Services Limited (SATS) is the chief ground handling and in-flight catering service provider at the Singapore Changi Airport. SATS manages about 80% of the airport's food services including airline catering, food distribution and logistics, and industrial catering. For commercial catering, SATS provides catering for large scale markets: military, hospitals, food retail stores, and event catering (including MICE - meetings, incentives, conventions and exhibitions events). The "other" caterers in Singapore are typically small to medium sized private enterprises that provide local and international foods. They typically cater to schools, company events, private and social functions, and factories.

SECTION III. COMPETITION

A. Competition Table

Product Category (2021)	Major Supply Sources (2021)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$341 million	1. Brazil: 36% 2. Australia: 30% 3. United States: 12% 4. Japan: 8%	Australia & New Zealand are traditional suppliers. Brazil competes in the frozen beef segment.	Singapore does not produce beef.
Pork and Pork Products Net Imports:	1. Brazil: 39% 2. Australia: 16% 3. Germany: 10%	Brazil dominates the frozen segment.	Live pigs from Indonesia are imported and slaughtered.

\$368 million	<ol style="list-style-type: none"> 4. Spain: 9% 5. Netherlands: 6% 6. China: 6% 7. United States: 4% 	<p>Australian pork dominates the fresh/chilled market.</p> <p>U.S. processed pork is growing in popularity.</p>	Majority of the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
Poultry Meat and Products Net Imports: \$398 million	<ol style="list-style-type: none"> 1. Brazil: 50% 2. Thailand: 28% 3. United States: 6% 4. Malaysia: 5% 	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in-country.
Seafood Products Net Imports: \$1.1 billion	<ol style="list-style-type: none"> 1. Malaysia: 16% 2. China: 14% 3. Vietnam: 10% 4. Indonesia: 9% 5. Japan: 8% <p>United States: 1% (\$16 million)</p>	<p>ASEAN countries and China dominate the market.</p> <p>Fresh/chilled prawns, live crabs, frozen cuttlefish, and squid are key products.</p>	90% of seafood is imported. The remainder is supplied by sea-based Singaporean aquaculture operations.
Dairy Products Net Imports: \$1.2 billion	<ol style="list-style-type: none"> 1. New Zealand: 28% 2. Australia: 14% 3. United States: 9% 4. Thailand: 7% 	Australia and New Zealand are traditional suppliers.	Local/regional dairy companies have strong brand/name familiarity.
Fresh Fruit Net Imports: \$569 million	<ol style="list-style-type: none"> 1. China: 14% 2. Malaysia: 14% 3. United States: 12% 4. Australia: 12% 	Top U.S. fresh fruits in the Singapore market include grapes, oranges, strawberries, and apples.	Singapore produces very little fresh fruit.
Processed Fruit Net Imports: \$149 million	<ol style="list-style-type: none"> 1. China: 20% 2. Indonesia: 15% 3. Malaysia: 11% 4. United States: 10% 	U.S. processed fruits are very popular; some are repacked and sold as private local brands.	Singapore is not a significant producer of processed fruit.
Tree Nuts Net Imports: \$185 million	<ol style="list-style-type: none"> 1. Indonesia: 29% 2. Malaysia: 20% 3. United States: 11% 4. Thailand: 8% 	<p>Along with cashews from neighboring countries, U.S. nuts are very popular.</p> <p>Some are repacked and sold under local brands.</p>	Singapore is not a producer of edible nuts.
Wine and Beer Net Imports: \$996 million	<ol style="list-style-type: none"> 1. France: 58% 2. Australia: 15% 3. Italy: 3% 4. Japan: 3% 5. United States: 3% 	France dominates the premium wine market. U.S. wines are popular.	Singapore does not produce wine. Asia Pacific Breweries (APB), Singapore's largest beer

			manufacturer, dominates the beer market.
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Source: Trade Data Monitor

SECTION IV. BEST PROSPECTIVE U.S. PRODUCTS FOR THE SINGAPORE HRI MARKET

U.S. Products	2021 Singapore Total Import Value (million USD)	2021 Total Import Value from the United States (million USD)
Food Preparations	\$777	\$129
Dairy Products	\$1,202	\$105
Fresh Fruit	\$569	\$70
Processed Vegetables	\$295	\$62
Beef & Beef Products	\$341	\$41
Bakery Goods, Cereals & Pasta	\$547	\$28
Wine & Beer	\$996	\$25
Poultry Meat & Products	\$398	\$22
Tree Nuts	\$185	\$21
Pork and Pork Products	\$368	\$15

Source: Trade Data Monitor

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Organization	Address	Contact
USDA Foreign Agricultural Service American Embassy Singapore	27 Napier Road Singapore 258508 Tel: (65) 6476-9120	Email: AgSingapore@usda.gov
U.S. Dairy Export Council	20 Martin Road Seng Kee Building, #08-01 Singapore 239070 Tel: (65) 6230 8550	Dalilah Ghazalay Regional Director, SEA Marketing & Operations Email: dali@dairyconnect.biz
U.S. Grains Council	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: sea@grains.org

U.S. Meat Export Federation	627 A Aljunied Road #04-04 Biztech Centre Singapore 389842 Tel: (65) 6733 4255	Sabrina Yin, Regional Director Email: singapore@usmef.com.sg
USA Poultry & Egg Export Council	541 Orchard Road #15-04 Liat Towers Singapore Tel: (65) 6737 1726	Margaret Say, Regional Director Email: msay@usapec.org.sg
California Wine Institute Food Export-Midwest Food Export-Northeast Western U.S. Agricultural Trade Association	48 Toh Guan Road East #02-129 Enterprise Hub Singapore Tel: (65) 6515 6113	Richard Lieu Chuah Siew Keat Emails: richardlieu@lieumktg.com.sg ; siewkeat@lieumktg.com.sg
U.S. Soybean Export Council	541 Orchard Road #11-03 Liat Towers Singapore Tel: (65) 6737 6233	Timothy Loh, Director Email: TLoh@ct.ussec.org
U.S. Wheat Associates	#15-02 Liat Towers Singapore Tel: (65) 6737 4311	Joe Sower, Regional Vice President for South Asia Email: InfoSingapore@uswheat.org

Attachments:

No Attachments