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Report Highlights:

Singapore's hotel, restaurant, and institutional (HRI) sector is vibrant and highly competitive with sales in 2022 totaling \$9 billion USD. It is highly diverse with a broad range of Asian and Western cuisines widely available. The industry should return to normalcy in 2024.

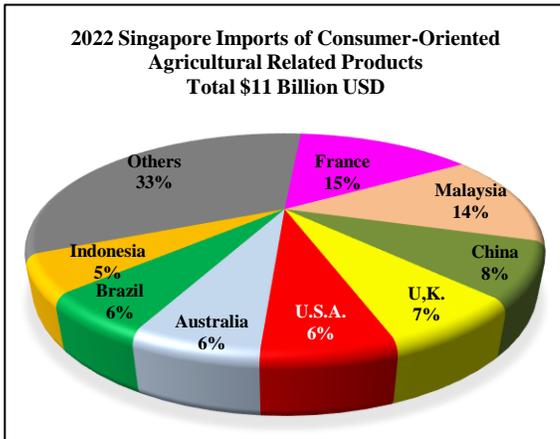
Market Fact Sheet: Singapore

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 a consistent foreign supply of safe, high-quality food and agricultural products. Singapore’s total agricultural and related product imports in 2022 reached \$18.9 billion USD, roughly 9 percent of which was sourced from the United States. (Trade Date Monitor).

Imports of U.S. Consumer-Oriented Products

In 2022, the United States was Singapore’s fifth largest consumer-oriented food and beverage product supplier, with total sales reaching \$709 million USD for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, bakery goods, poultry, and beef products.



Source: Trade Data Monitor

Retail Foods Industry

Singapore’s retail sector is also highly developed and very competitive with total consumer-oriented imports in 2022 over \$11 billion (TDM). It has returned to normalcy post-pandemic. Three key players dominate the sector: NTUC Fair Price Cooperative, Dairy Farm International Holdings, and Sheng Siong Supermarket Chain.

Food Processing

The Singapore food processing industry is relatively small. However, almost all raw materials or ingredients used in the processing industry are imported. The total industry output value in 2022 reached almost \$12 billion USD.

Hotel, Restaurant & Institutional

Singapore has a highly developed and competitive hotel, restaurant, and institutional (HRI) sector. As COVID-19 restrictions eased, the country hosted 6.3 million visitors in 2022, with revenue spending at \$11 billion. The tourism

sector is expected to recover to pre-COVID levels by 2024. Combined with the return of major summits and an upswing in domestic patronage the HRI sector is looking at significant potential growth. Singapore expects 12 to 14 million arrivals and up to \$16 billion in revenue in 2023.

Quick Facts CY 2022

Imports of Consumer-Oriented Products \$11 billion.

Top 10 Growth Products in Singapore

- 1) Dairy Products. 2) Food Preparations
- 3) Beef & Beef Products 4) Processed Vegetables
- 5) Poultry Meat & Products (excl eggs)
- 6) Chocolate & Cocoa Products
- 7) Fresh Fruit 8) Bakery Goods, Cereals & Pasta
- 9) Tree Nuts 10) Non Alcoholic Beverages (excl juices)

Top Singapore Retailers

- NTUC Cooperative
- Dairy Farm Group
- Sheng Siong Supermarket Chain

Singapore’s Macroeconomics

Population: 5.64 million people (2022)

(Source: www.singstat.gov)

Per Capita Income: \$ 82,794 USD (2022)

(Source: www.singstat.gov)

Real GDP Growth: 3.6% (2022)

(Source: www.singstat.gov)

U.S. Exporter Opportunities and Challenges

Opportunities	Threats
<p>-The growing Singaporean Retail, Food Processing and HRI sectors depend highly on a broad range of imported food products and ingredients.</p> <p>- High disposable incomes drive demand for premium products. - 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 price sensitive for specific products.</p> <p>-China and other regional suppliers have gained significant market share in recent years.</p>
Opportunities	Challenges
<p>-U.S. food and agricultural products are trusted and perceived as 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 sometimes unable to meet specific requirements and order sizes.</p> <p>-Time commitment for brand building can be significant.</p>

SECTION I. MARKET SUMMARY

Singapore has a vibrant and highly competitive hotel, restaurant, and institutional (HRI) sector with nearly 30,000 outlets nationwide. The 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. The sector continues to face challenges of escalating overhead costs of food ingredients, rent, utilities, and a general lack of skilled labor in the market. Total sales in consumer foodservices were valued at \$9 billion USD in 2022 and are expected to rise in 2023.

Sector Trends

- The government is investing in the industry's long-term future by creating grant programs for foodservice businesses to address challenges and stay competitive.
- Food service operators continue to look towards digitalization. Robots and machines are used to help tackle the shortage of manpower; kitchens are investing in sustainable technology to reduce food waste; fast-food chains prefer self-service kiosks and cashless payment systems.
- Food delivery and third-party food delivery companies continue to grow. Even traditional local hawkers are taking advantage of food delivery operators like Grab Food, Deliveroo, and FoodPanda government's support assistance, waiving part of the high commission fees of 20-30 percent charged.
- Health and wellness trends remain prevalent. Consumers are opting for reduced sugar, salt, and/or fat content and organic or gluten-free products. Singapore's Ministry of Health has implemented nutri-grade labeling measures and legislation January 2023 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 widespread, partly driven by heightened social, environmental and health awareness. Restaurants are offering more vegetarian options and adapting menus to incorporate plant-based proteins.
- Good food and experiential dining are on the rise for the affluent, elite consumers. Michelin-starred restaurants offer superior food quality, ambience, and aesthetics; these outlets report no shortage of customers.
- International franchise dining chains are highly prevalent and very trendy in Singapore. The famous teppanyaki chain Benihana has recently opened its Singapore outlet, including Tim Hortons coffee and restaurant chain.
- 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 (high freight prices).
- Expensive rental and operating costs, including difficulty in hiring workers from neighboring countries due to the government's labor policies.
- Strong competition, especially from long-standing partners and cheaper food-supplying countries such as Australia, New Zealand, China, Malaysia, and other regional countries.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. ENTRY STRATEGY

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.
- Product Fit and market segmentation.
- Pricing Strategy

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.
- Singaporeans are long-term planners, building relationship through meetings and visits when possible is key.

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.).

B. MARKET STRUCTURE

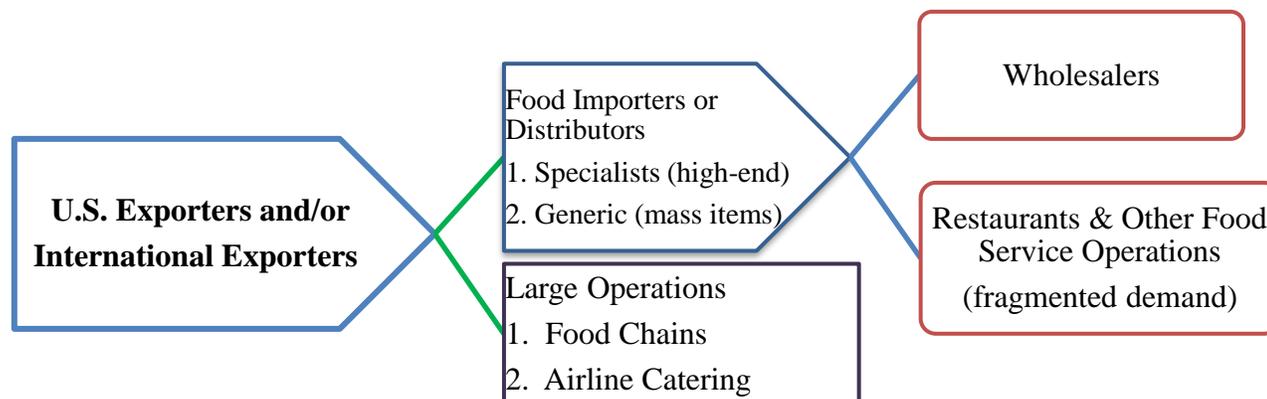
1. Consumer Foodservice- Independent vs. Chained: Units/Outlets 2022

2. Type	Independent	Chained	Total
Cafés/Bars	1,744	813	2,557
Full-Service Restaurants	1,206	538	1,744
Limited-Service Restaurants	65	1,653	1,718
Self-Service Cafeterias	-	7	7
Stalls/Kiosks	20,097	2,030	22,127

Consumer Foodservice	23,112	5,041	28,153
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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 are 430 total properties providing 70,000 total rooms (*source: SG Tourism Board*) in Singapore. The hotel industry is a core industry within the tourism sector and contributes about 20% of total tourism receipts. 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://all.accor.com/gb/city/hotels-singapore-v5579.shtml
Como Hotels and Resorts	https://www.comohotels.com/
Fairmont Hotel	http://www.fairmont.com
Four Seasons Hotels and Resorts	https://www.fourseasons.com/singapore/
Hilton Worldwide	https://www.hilton.com/en/locations/singapore/
Hyatt Hotels Corporation	https://www.hyatt.com/en-US/hotel/singapore/grand-hyatt-singapore/sinrs
Intercontinental Hotel Group	https://www.ihg.com/destinations/us/en/singapore/singapore-hotels

Mandarin Oriental Hotel Group	https://www.mandarinoriental.com/
Marriott International	https://www.marriott.com/hotels/travel/sindt-singapore-marriott-tang-plaza-hotel/
Millennium Hotels	https://www.millenniumhotels.com/en/singapore/
Pan Pacific Hotels and Resorts	https://www.panpacific.com/en/hotels-and-resorts.html
The Ritz-Carlton Hotel	https://www.ritzcarlton.com/en/hotels/singapore/overview/
Shangri-La Hotels and Resorts	https://www.shangri-la.com
Starwood Hotels and Resorts	https://www.marriott.com/default.mi?program=spg
Wyndham Hotels and Resorts	https://www.wyndhamhotels.com/hotel-deals/singapore

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

The limited-service restaurants, cafés/bars and street stalls otherwise known as the mass market segment, comprises 75 percent of the foodservice market and is 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 inexpensive and convenient options.

Global Brand Shares in Chained Consumer Foodservice: % Foodservice Value

% value	Global Brand Owner	2019	2020	2021	2022
McDonald's	McDonald's Corp	15.6	17.3	18.1	18.0
KFC	Yum! Brands Inc	5.0	5.3	5.0	4.5
Hai Di Lao Hot Pot	Haidilao International Holding Ltd	3.4	3.4	3.3	3.5
Din Tai Fung	Fairy Rise Development Ltd	3.5	3.2	2.8	3.1
Starbucks	Starbucks Corp	2.6	2.8	2.7	2.9
7-Eleven	Seven & I Holdings Co Ltd	2.3	3.1	2.8	2.7
Pizza Hut	Yum! Brands Inc	2.2	2.7	2.7	2.6
Burger King	Restaurant Brands International Inc	1.7	2.4	2.3	2.3
Subway	Doctor's Associates Inc	2.3	2.2	2.0	2.1
The Coffee Bean & Tea Leaf	Jollibee Foods Corp	1.7	1.8	1.4	2.1
Paradise restaurants	Paradise Group Holdings Pte Ltd	1.7	1.4	1.5	1.8
Old Chang Kee	Ten & Han Trading Pte Ltd	1.9	1.6	1.7	1.5
KOI Thé	Koi Thé Co Ltd	1.3	1.5	1.3	1.4
Mr Coconut	Yi Hai Century Enterprise Pte Ltd	0.1	0.4	0.9	1.4
Tung Lok Restaurants	Tung Lok Restaurants (2000) Ltd	2.0	1.7	1.5	1.4
Sushi Express	Sushi Express Group	1.2	1.3	1.2	1.4

Swensen's	Cool Brands International Inc	1.4	1.1	1.2	1.2
Crystal Jade	Crystal Jade Culinary Concepts Holding	1.3	1.1	1.0	1.1
Dian Xiao Er	YES F&B Group Pte Ltd	0.9	0.8	1.0	1.1
Li Ho	RTG Holdings	0.9	0.8	1.0	1.0
The Soup Spoon	Soup Spoon Pte Ltd, The	0.8	0.9	0.9	1.0
Saizeriya	Saizeriya Co Ltd	0.9	0.9	1.0	0.9
4Fingers	4Fingers Pte Ltd	0.7	0.7	0.8	0.9
Jollibean	Jollibee Foods Corp	0.4	0.9	0.9	0.9
Domino's Pizza	Domino's Pizza Inc	0.7	1.0	0.8	0.9
Imperial Treasure	Imperial Treasure Restaurant Group Pte Ltd	1.1	0.9	1.0	0.9
Ichiban Boshi	RE&S Holdings Ltd	0.9	0.8	0.8	0.8
Mr Bean	Super Bean International Pte Ltd	0.9	0.9	0.8	0.8
Soup Restaurant	Soup Restaurant Group Ltd	0.9	0.7	0.7	0.7
Stuff'd	Stuff'd Ventures Pte Ltd	0.8	0.8	0.8	0.7
Others	Others	39.2	35.7	35.9	34.5
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor

3. Institutional Food Service

Singapore Airport Terminal Services Limited (SATS) is the main 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, 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. Aside from SATS, 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 social functions, and factories.

SECTION III. COMPETITION

A. Competition Table

Product Category (2022)	Major Supply Sources (2022)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$351 million	1. Brazil: 32% 2. Australia: 25% 3. United States: 15% 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	1. Brazil: 42% 2. Germany: 13%	Brazil dominates the frozen segment.	Live pigs from Indonesia are imported

Net Imports: \$335 million	<ol style="list-style-type: none"> 3. Australia: 11% 4. Spain: 9% 5. China: 7% 6. Netherlands: 5% 7. United States: 4% 	<p>Australian pork dominates the fresh/chilled market.</p> <p>U.S. processed pork is growing in popularity.</p>	<p>and slaughtered.</p> <p>Majority of the locally slaughtered meat is sold at wet/traditional markets and supermarkets.</p>
Poultry Meat and Products Net Imports: \$610 million	<ol style="list-style-type: none"> 1. Brazil: 58% 2. Thailand: 23% 3. United States: 5% 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: \$1.3 billion	<ol style="list-style-type: none"> 1. Malaysia: 15% 2. China: 14% 3. Vietnam: 10% 4. Japan: 9% 5. Norway: 8% <p>United States: 1% (\$19 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: \$1.3 billion	<ol style="list-style-type: none"> 1. New Zealand: 29% 2. Australia: 13% 3. United States: 9% 4. Thailand: 6% 	Australia and New Zealand are traditional suppliers.	Local/regional dairy companies have strong brand/name familiarity.
Fresh Fruit Net Imports: \$566 million	<ol style="list-style-type: none"> 1. China: 15% 2. Malaysia: 14% 3. Australia: 13% 4. United States: 11% 	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: \$152 million	<ol style="list-style-type: none"> 1. China: 21% 2. Indonesia: 12% 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: \$165 million	<ol style="list-style-type: none"> 1. Malaysia: 23% 2. Indonesia: 20% 3. United States: 14% 4. Thailand: 11% 	Along with cashews from neighboring countries, U.S. nuts are very popular. Some are repacked and sold under local brands.	Singapore is not a producer of edible nuts.
Wine and Beer Net Imports: \$993 million	<ol style="list-style-type: none"> 1. France: 61% 2. Australia: 11% 3. Italy: 4% 4. Japan: 3% 	France dominates the premium wine market. U.S. wines are popular.	Singapore does not produce wine. Asia Pacific Breweries (APB), Singapore's

	5. United States: 3%		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	2022 Singapore Total Import Value (million USD)	2022 Total Import Value from the United States (million USD)
Food Preparations & Ingredients	\$1,124	\$159
Dairy Products	\$1,294	\$118
Processed Vegetables	\$322	\$65
Fresh Fruit	\$566	\$60
Beef & Beef Products	\$351	\$52
Poultry Meat & Products	\$610	\$29
Wine & Beer	\$993	\$28
Bakery Goods, Cereals & Pasta	\$578	\$25
Tree Nuts	\$165	\$23
Pork and Pork Products	\$335	\$13

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
California Table Grape Commission 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
Cranberry Marketing Committee	36 Carpenter Street Singapore 059915 Tel: (65) 8533 8475	Gregoire Debre CEO & Founder c/o Terroir & Spice email: Gregoire Debre gregoire.debre@terroirns.com
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 Sowers, Regional Vice President for South Asia Email: InfoSingapore@uswheat.org

Attachments:

No Attachments