

Required Report: Required - Public Distribution

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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. The city-state remains strategically important for many businesses. 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, beef and poultry products, bakery goods, cereals and pasta, and tree nuts.

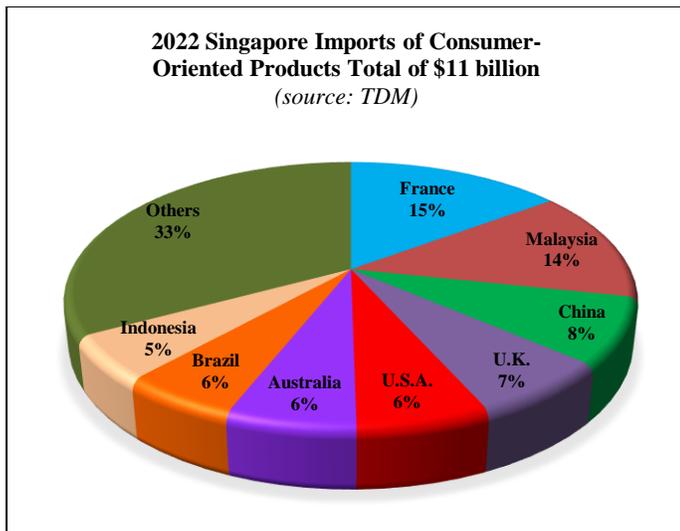
Market Fact Sheet: Singapore

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 high-quality food and agricultural products. Singapore's total agricultural and related product imports in 2022 reached \$18.9 billion, with approximately nine percent sourced from the United States.

Imports of U.S. Consumer-Oriented Products

In 2022, the United States was Singapore's fifth largest supplier of consumer-oriented food and beverage (F&B) products, with total sales reaching \$709 million for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, poultry, and beef.



Food Processing

The Singaporean food processing industry is relatively small. However, almost all raw materials or ingredients used in the processing industry are imported.

Hotel, Restaurant, and 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 estimated near \$10.5 billion. The tourism sector is expected to recover to pre-pandemic 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 is expecting 12 to 14 million visitors and up to \$16 billion in revenue in 2023.

Retail Foods

Singapore's retail sector is also highly developed and very competitive with total consumer-oriented imports in 2022 over \$11 billion. 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.

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)

GDP Composition:

- Industry: 25.4%
- Services: 74.6%

(Source: www.singstat.gov)

U.S. Exporter Opportunities and Challenges

Opportunities	Challenges
<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>- Regional suppliers including Vietnam, Malaysia, Indonesia, and China continue to have significant market share.</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

Singapore's food retail sector has returned to normalcy post pandemic. It is one of the most highly developed and competitive markets 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. In 2022, the country's total retail food and beverage sales were over \$7 billion USD with forecasted sales to reach \$8 billion in 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 is experiencing a slowdown due to a confluence of factors including the conflict in Ukraine, shipping delays, and general inflation. Despite these factors, the outlook for the sector is strong 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

- Singapore is highly dependent on imports for all of its food requirements.
- Higher disposable incomes and a well-traveled and educated population drives demand for premium products.
- 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.
- Large resident expatriate community. Influence of western trends and eating habits and the proliferation of western-style restaurants and fast-food chains.
- Consumers generally perceive "Made in USA" or "Imported from USA" and U.S. brands as quality suppliers of food and drink products.

Challenges

- Extremely high rental and operating costs in Singapore make promotional marketing activities more challenging.
- Competition in the Singaporean market is more intense in recent years, with countries such as China picking up significant market share.
- Imported U.S. products are priced slightly more than other regional suppliers.
- End users lack knowledge on use of U.S. products and their versatility.
- 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.

Table 2: Food Retailers in Singapore

NTUC FAIRPRICE	DFI RETAIL	Sheng Siong
<ul style="list-style-type: none"> • <i>Singapore's largest retailer (supermarkets, hypermarkets, gas marts and convenience stores)</i> • Market share of 35 percent with a total of 230 outlets. • 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: Kirkload Signature, 365, and Tesco • Procures from consolidates, distributors, local importers, and direct from exporters. • Targets all income groups with their different retail format. 	<ul style="list-style-type: none"> • <i>Singapore's 2nd largest retailer (supermarkets, hypermarkets, gourmet stores and convenience stores)</i> • Parent organization: DFI Retail Group • Market share of 15 percent. • Retail Format: Cold Storage, CS Fresh, Giant supermarkets, and 7 Eleven convenience stores. • Housebrand/Private label: Meadows, Papa Alfredo, Captain Catch, and Giant • Exclusive Brands; Waitose & Partners, Duchy Organics, and Alison Panty • 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. 	<ul style="list-style-type: none"> • <i>Singapore's 3rd largest retailer</i> • 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.
- [Tian Ma Group](#) with 16 outlets, mainly located in suburban neighborhood areas, targeting budget-conscious consumers. It has an online store and delivers island-wide.
- [Prime Supermarkets](#) with 24 stores, mainly located in suburban neighborhood areas, targeting budget-conscious consumers.
- [Scarlett Supermarket](#) with 15 outlets located in main shopping districts, but stocks only China-made products.

- The Japanese retail stores [*Meidi-Ya Singapore*](#) and [*Isetan Supermarket*](#).
- [*Mustafa Supermarket*](#) in “Little India” which imports from multiple countries (including the United States) and is very popular among the migrant workers and tourists.
- Specialty grocers such as: [*Scoops Wholefoods*](#), [*Ryan’s*](#), [*Culina*](#), [*Little Farms*](#), [*Huber’s*](#), [*Butcher’s Box*](#), [*Eaters Market*](#) and organic and wholesome stores such as [*Supernature*](#), [*Mahota*](#).
- Traditional “wet and dry” markets and “Mom and Pop” grocery stores.

Key Sector Trends

- Changing consumer behavior in consumption and buying patterns. Consumer lifestyles have changed because of COVID-19. Strong demand for premium and artisanal products as consumers are trading upwards for better quality.
- Health and wellness trends continue to be prevalent post COVID-19. 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.
- Post-pandemic, e-commerce continues to grow as online grocers, such as *Lazada-Redmart*, offer attractive promotional campaigns, including 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 popularity in Singapore.
- Singapore’s 30 by 30 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 amid economic slowdown and soaring food prices. More consumers are willing to try new brands and seek out better “value-for-money” options. Private label or house brands by the supermarket retailers are gaining popularity among bargain hunters and those with less disposable income as the 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 and cater to upper income consumers and expatriates.
- Singapore’s convenience stores will enjoy moderate growth as the 24/7 nature of convenience retailers allow consumers the convenience and option to purchase in-store products and ready-to-eat foods at any time.

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.
- 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; therefore, building relationship through meetings and visits when possible is key.

Market Promotion

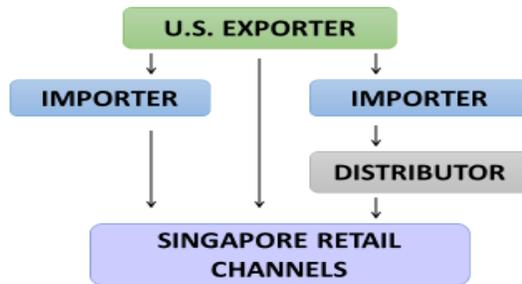
- Participate in regional trade shows and trade missions by tapping into the resources offered by State and Regional Trade Associations.
- Conduct product promotions and/or demonstrations through online platforms via social media, web-based advertising, etc. to engage with end-users. This type of marketing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

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, 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

Singapore Total Imports of Consumer Oriented Products in 2022: \$ 11 billion USD

- **Market Share**
- France: 14.8%
- Malaysia: 13.5%
- China: 8%
- United Kingdom: 6.9%
- **United States: 6.4%**
- Australia: 6.2%
- Brazil: 5.7%
- Indonesia: 5
- Thailand: 4.8%
- New Zealand: 4.7%

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

Product Category (2022)	Major Supply Sources (2022)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$351 million	<ol style="list-style-type: none"> 1. Brazil: 32% 2. Australia: 24% 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 Net Imports: \$335 million	<ol style="list-style-type: none"> 1. Brazil: 42% 2. Germany: 13% 3. Australia: 11% 4. Spain: 9% 5. China: 7% 6. Netherlands: 5% 7. United States: 4% 	Brazil dominates the frozen segment, while Australian pork dominates the fresh/chilled market. U.S. processed pork is growing in popularity.	Live pigs from Indonesia are imported and slaughtered. Most of the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
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% 	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.
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 under 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.	Singapore is not a major producer of edible nuts.

		Some U.S. nuts are repacked and sold under local brands.	
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% 5. United States: 3% 	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.

Source: Trade Data Monitor

SECTION IV. BEST PRODUCT PROSPECT CATEGORIES

U.S. Products	2022 Singapore Total 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
Chocolate & Cocoa Products	\$385	\$32
Poultry Meat & Products	\$610	\$29
Bakery Goods, Cereals & Pasta	\$578	\$25
Tree Nuts	\$165	\$23

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	Caleb Wurth Regional Director, SE Asia & Oceania Email: sea-oceania@grains.org

	50490 Kuala Lumpur, Malaysia Tel: (60) 3 2093 6826	
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 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

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

Attachments:

No Attachments