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## Singapore

### Retail Foods

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**Report Highlights:**

Singapore is one of the world's most open economies and highly dependent upon international trade as it imports 90 percent of its food needs. Singapore's retail foods market is diverse, dynamic and extremely competitive. Best prospect products include fresh and frozen poultry, general grocery items, dairy products, snack foods including tree nuts, fresh and processed meat products, fresh produce, fresh and frozen fish and seafood, processed fruit and vegetables, and juices. Best U.S. prospects include fish and seafood, dairy products including cheese, meat products, fresh produce, snack foods and processed fruit and vegetables, tree nuts and wines. The United States was Singapore's the fourth largest supplier in 2015.

**Post:**

Singapore

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## SECTION I: MARKET SUMMARY

Singapore, with a population of 5.6 million, is a fairly wealthy country and a highly developed market economy and a highly urbanized island. It is strategically located in the middle of key trade flows from Asia, Australia, Europe, the Middle East and the United States. Singapore is one of the world's most open economies and highly dependent on international trade. Singapore is a global commerce, finance and transport hub, it is the most technology-ready, top international meetings city, with the best investment potential, second most competitive country, third largest foreign exchange market, third largest financial center, third largest oil refining and trade centre and the second busiest container port. The main pillars of the economy are electronics manufacturing, pharmaceutical manufacturing, oil refining and petrochemicals, banking, insurance and financial services, tourism and trade. Singapore's total GDP of US\$292 billion is the ninth largest economy in the Asia Pacific region.

Singapore is at the cross-roads of major air and sea routes within the Asia Pacific region and serves as a hub and major transshipment center for much of the Southeast Asian region and the Indian subcontinent. Singapore's role in regional trade is demonstrated by the fact that re-exports comprise 45-50 percent of total exports. Her strategic location also contributes to Singapore's position as a regional food showcase and headquarters for international food and agricultural related companies.

Singapore is almost entirely dependent upon imports for all of its food requirements with virtually no local agricultural production. There are no import tariffs or excise taxes for all food and beverages, except for alcoholic beverages and tobacco products except for a Goods and Services Tax (GST) of 7 percent levied for all goods and services at the point of distribution. In 2015, Singapore imports of agriculture, fish and forestry products totaled \$11.42 billion. The United States was the fourth largest supplier with a market share of 8 percent valued at US\$897 million in total. Malaysia, Indonesia and China are the top three supplying countries in descending order.

The total value of imported consumer oriented foods was \$6.62 billion in 2015. A total value of US\$1.03 billion of fish and seafood products were also imported. Major consumer-oriented food imports include dairy products, alcoholic and non-alcoholic beverages, meat, fresh fruit and vegetables, snack foods and processed fruit and vegetable. The U.S. is a major supplier of fresh and processed fruits and vegetables, meats, dairy products, and snack foods.

Competition with U.S. agricultural products comes from Australia, New Zealand, EU, Brazil, China and neighboring countries such as Malaysia, Indonesia and Thailand, who export similar consumer oriented products, including temperate fruits and vegetables, fruit juices, nuts, wines, processed packaged and canned food products, confectionery and candies, frozen poultry and frozen meats. As the market for consumer-oriented products is very open and easily accessible, there is fairly quick entry for new comers. However, competition in some of the consumer product categories can be intense.

**Major Food Retailers.** The Singapore's retail sector is highly developed and competitive, total sales were US\$6 billion in 2015. The four major categories of retailers are: (1) large retailers including supermarkets and hypermarkets; (2) convenience retailers; (3) traditional stores and (4) specialty stores.

The sector is dominated by three key players: the NTUC FairPrice Cooperative, Dairy Farm International Holdings and Sheng Siong Supermarket.

1. NTUC FairPrice Cooperative remains the leading grocery retailer with a market share of 33 percent. NTUC has a network comprising 100 Fairprice supermarkets, 16 Finest stores and 8 Fairprice Xtra (Hypermarkets). In addition, the group has 160 Cheers convenience stores and 20 Fairprice convenience stores, some of which are located in Esso-Mobil Stations. While the primary targets are low to middle income consumers, NTUC reaches out to the middle income consumers through its *Fair Price “Finest”* chains. Warehouse Club, a first membership-only retail warehouse was launched in 2015 by NTUC offering bulk groceries and consumables. Annual membership fee is priced at US\$ 35.

- Competitive pricing is one of the main factors determining whether a new product should be procured for the NTUC Fairprice stores. The NTUC Fairprice chain is the most extensive in terms of consumer reach, geographically, and across all income segments. Fair price stores are located in almost every large residential population concentration. Importers who require their products to be distributed island-wide and with the focus on the mass market prefer to work with NTUC Fairprice.

NTUC Fairprice supermarket chain procures their food products from consolidators, distributors and local importers. The company has also embarked since 1985 on extensive house branding of basic essentials like confectionery, rice, bread, sauces, cooking oil, toilet paper, tissue paper, sugar, detergents, canned fruits and vegetables, etc. The items are, on average, priced 10 to 15 per cent lower than comparable products. In July 2008, “Pasar Organic” was added to the range, offering organic produce at affordable prices.

2. Dairy Farm International Holdings (DFI). The largest supermarket chain in terms of number of supermarket retail stores is the Dairy Farm International Holdings with 123 supermarket stores, comprising of 53 Cold Storage supermarket retail stores, 5 premier Market Place stores, 5 Specialty stores and 29 Giant Express, 22 Giant Supermarkets and 8 Hypermarkets. DFI targets each consumer segment from the high income consumers to discounts stores with their different store formats. They have the Cold Storage Supermarket stores which caters to the middle to upper income group; The Market Places and Jason’s The Gourmet Grocer Specialty stores which focuses on high and upper middle income consumers. And the Giant brand targets the lower income segment and or the budget conscious customers. DFI operates 7-11 convenience stores brand located island-wide as well as the 128 Guardian Pharmacy outlets.

- A large percentage of products on their shelves are western-type products from the EU, Australia, New Zealand and the United States found in their marketplaces in upper middle-income residential areas. Customers close to outlets are principally expatriates and upper middle-income residents.
- DFI procures its food products from consolidators, distributors and local importers as well sources directly from supplier countries to eliminate the middlemen in order to pass along savings to customers. The company has also embarked on extensive house branding of basic essentials like confectionery, rice, bread, sauces, cooking oil, toilet paper, tissue paper, sugar, detergents, canned fruits and vegetables, etc. The items are,

on average, priced 10 to 15 per cent lower than comparable products.

3. Sheng Siong Supermarket, a local chain owned by two brothers targets the lower income consumers with their 38 stores located in residential heartlands (Government subsidized apartments or commonly known as HDB – Housing Development Board ). Their stores are designed to provide a “wet and dry” shopping to local customers (wet refers to the traditional wet markets where residents live). It is not uncommon to find products meant for ancestral and religious worship such as joss paper, joss sticks, incense, oils, etc. in the shelves of most Sheng Siong supermarkets. During the past 8 years, Sheng Siong has also embarked on house branding of basic essentials with lower prices compared to National brands. They procure mainly from neighboring countries such as China, Malaysia, Indonesia, Thailand and Vietnam. And they buy in bulk and repackage in retail packs for sale in their stores.



(Sources: FAS Singapore)



**Tanglin Market Place**  
**Middle and upper income**  
**grocery.**

### Key Trends.

- According to Euromonitor, Internet retailing in Singapore is growing with forecast sales of US\$1.3 billion in 2015 to US\$2.3 billion in year 2020. An estimated 9 percent of internet retail sales are expected to come from online grocers in 2015. Online grocery retailing used to be dominated by major supermarket retailer Cold Storage and NTUC Fairprice; however, Redmart, a new competitor since 2011 which offers consumers the choice of same day grocery delivery within 2-hour timeslots has since changed the game of online grocery retailing. An example would be NTUC Fairprice's recent introduction of “Click and Collect”, a service which allows consumers to order online and collect them from their preferred retail outlet at their convenience.
- NTUC Fairprice Finest are opening more 24-hour supermarket at select locations.

- Hypermarkets witnessed the fastest growth in 2015 due to a new entrant, Big Box in December 2014 which offers three vast stories of retail space, offering an impressive range of brands and products including groceries, furniture and tyre-fitting. Their ability to offer products that are cheaper than those of their competitor retailers is made possible by lower rental cost under Singapore's Economic Development Board's Warehouse Retail Scheme.
- Halal Groceries. New hypermarket Big Box and chain supermarkets such as FairPrice, Giant, and Cold Storage also have halal-certified sections in select stores that cater to Muslim consumers.
- The number of specialty retail stores offering premium and/or organic and natural food products are also increasing.
- There is a saturation of convenience stores. Retailers reported a decline in convenience and revenue-generating staples such as tobacco and media products. As most convenience stores are located near each other, competition is keen and intense. In addition, they also face stiff competition from supermarkets that offer products at lower and affordable prices as well as a wider range and variety. Additionally, an increasing number of supermarkets are extending their operating hours to cater to consumers, thus increasing competition.
- The food/drink/tobacco specialist category remains fragmented. Within 'others', the majority is represented by bakery specialists. Many independent bakery specialists are located in neighborhood areas, catering to local residents. Independent bakery specialists are gaining popularity among consumers as consumers are able to purchase bread and cakes at lower prices. On the other hand, consumers are also shifting towards more lifestyle products which include artisanal bakery products. This is mainly due to growing affluence among consumers which encourages them to purchase more artisanal and a wider variety of products.

#### **Traditional vs. Modern.**

- Convenience is the key in the Singapore industry. The preference is towards modern grocery retailers, such as supermarkets and hypermarkets in particular. Such stores offer one-stop shopping for consumers; a clean, comfortable, and air-conditioned environment, extended opening hours as well as loyalty programs and weekly promotional offerings.

#### **Point to note:**

- 1) Agents and distributors bear advertising costs for the products that are placed in weekly advertisements.
  - 2) For a new product, an initial slotting fee is charged by supermarkets in order to have its product placed on their shelves. The fees vary greatly depending on the product, manufacturer and market conditions.  
*Point to note:* a new product undergoes a review panel, if it fails to pass the panelists, the new product will not be placed on the shelves.
  - 3) Agents/distributors pay for shelf space for their products in any store format.
- Traditional grocery retailers such as wet markets and independent small grocers are losing their market share due to strong competition from modern grocery retailing. Consumers prefer to shop at modern grocers as they accept different payment methods and are highly accessible,



offer a wider product range and comfortable and pleasant shopping experience. However, there is still a small group of regular or loyal homemakers and elderly who perceive food products from wet markets as fresher than products from supermarkets. Some believe that bargaining for lower prices in wet markets could land them with better deals than the latter.

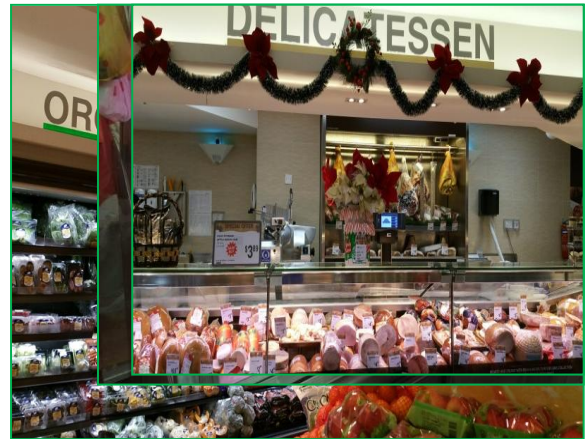


**Different types of fish at a “wet market” stall where residents live. Prices aren’t displayed, and the stall holder calls the price which can vary depending if the customer is a regular customer. Bargaining is thus allowed.**

*(Source: FAS Singapore)*



**Grocery shop selling canned and dried foods located in a “wet market” where residents live. Note the smaller sized packaging of dried goods.**



A  
pr  
su



**Independent  
Pâtisseries**

**“Brunetti” cum café (left) Paul artisan bake shop cum café in prime Orchard Road shopping district (right).**  
(Source: FAS Singapore)

### Advantages and challenges for U.S. exporters in Singapore’s retail market

Advantages (Sector Strengths and Market Opportunities)	Challenges (Sector Weaknesses and Competitive Threats)
<ul style="list-style-type: none"> <li>Singapore relies on imports for virtually all of its food and drink supplies.</li> </ul>	<ul style="list-style-type: none"> <li>Singapore’s retail food market is in a maturing and highly competitive state, i.e. growth has slowed as compared to a decade ago.</li> </ul>
<ul style="list-style-type: none"> <li>Singapore is one of the wealthiest markets in S.E. Asia, and is a key location for expatriate families to reside in East Asia. It has a small lower income group.</li> </ul>	<ul style="list-style-type: none"> <li>Singapore’s now evident multi-track market is creating challenges for products that are commodities, poorly differentiated or not well supported by marketing activities in retail channels.</li> </ul>
<ul style="list-style-type: none"> <li>Singaporeans are well-traveled and have a modernized diet that includes a wide range of</li> </ul>	<ul style="list-style-type: none"> <li>Price point is generally an issue in any economy. Singaporeans are no exception,</li> </ul>



foreign concept foods.	they are price sensitive when it comes to buying food items, e.g., meat and poultry, fresh fruits and vegetables, breakfast cereals (Y generation) and soft drinks. This is underpinned by imported food price inflation over the past 5 years, and it provided opportunities for ASEAN-made and Chinese suppliers to increase their market shares at the expense of exporters such as the United States and Australia.
<ul style="list-style-type: none"> <li>Singaporeans are open to products from the developed countries that are high quality and value-for-money. There a large number of single adults who are very clearly indulgent in their spending patterns. This benefits premium imported meats, some dairy products, exotic fruits, confectionery, wines and spirits, gift items and pet foods.</li> </ul>	<ul style="list-style-type: none"> <li>The Singapore market is well segmented with competition coming for U.S. exporters from the factories of Asian/ASEAN based multinationals, China and the “traditional” supply bases in Australia, the EU and New Zealand.</li> </ul>
<ul style="list-style-type: none"> <li>Singaporeans generally perceive “Made in USA” and its brand-owners as quality suppliers of food and drink products.</li> </ul>	<ul style="list-style-type: none"> <li>U.S. exporter weakness in the inability to service Singapore importers, retailers and end consumers in a way that closely meets with their specific requirements and expectations such as on order sizes, packaging and formats, taste, pricing that “fits” the market and need for promotional support. This is viewed negatively by Singapore importers.</li> </ul>
<ul style="list-style-type: none"> <li>U.S. brand-owners and some USDA cooperators have good shares in some of Singapore’s mainstream market segments (breakfast cereals and some fresh fruits) and smaller niches such as organic products).</li> </ul>	<ul style="list-style-type: none"> <li>Some U.S. products are not understood by Singaporeans and are never explained to them, e.g., ready-to-consume prepared TV dinners. Such products do not have a “fit” in local food culture.</li> </ul>

## SECTION II. ROAD MAP FOR MARKET ENTRY

### 1. Entry strategy

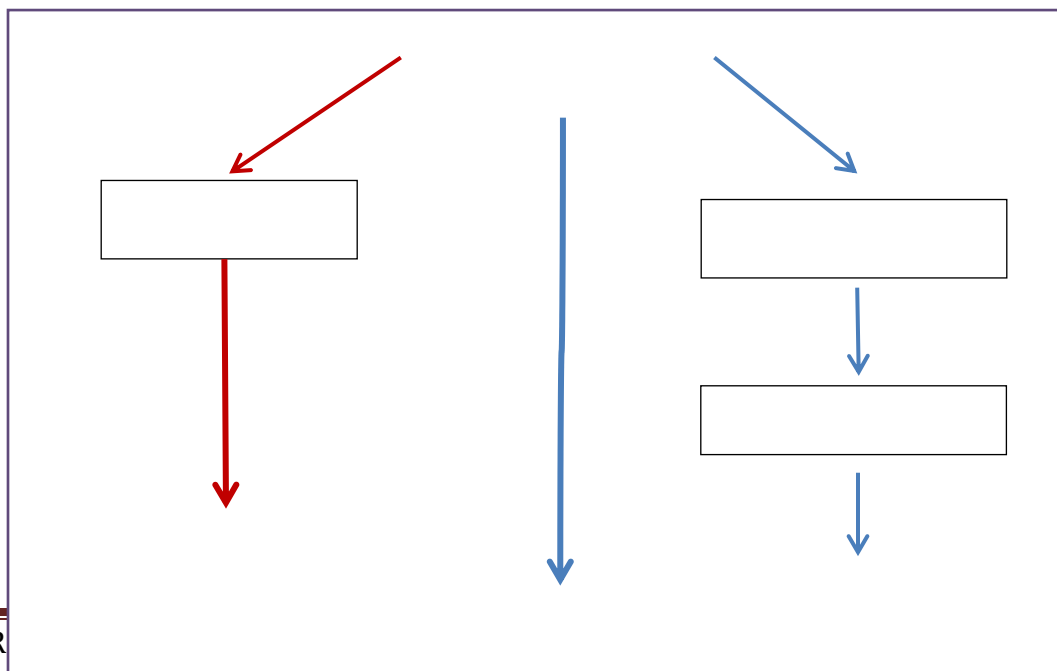
Get an understanding of the Singapore retail market, for e.g. consumer preferences and what sells and works well. Interested U.S. exporters are advised to conduct a market research on their own specific opportunities to confirm how their products fit in the Singapore market, and develop a sound and appropriate business export plan and or market strategy. Market research as the following:

- Product fit. E.g. as a mass market item, high-end niche item, novelty/exotic item, seasonal festive/gift item, etc.;
- Price competitiveness versus available and comparable brands already in the market;
- Packaging size and quality that meets customers’ expectations;
- How does the product fit into the local food culture;
- What kind of market communications are necessary to create brand support and

- consumer education;
- Ability to meet retailer purchase requirements and specifications.
- Study what successful U.S. exporters have done in practice in the Singapore market.
- Identify and appoint a knowledgeable and experienced importer/distributor as a strategic partner.
- Understand the Singapore's regulatory body, i.e. Agri-Food and Veterinary Authority of Singapore's governing food regulations, documentation and certification requirements, particularly in exporting fresh produce, fresh and processed meat, poultry and fish and seafood.
- U.S. exporters seeking a sustained market presence should place their products in the major supermarket chain stores such as the Cold Storage, Market Places, and FairPrice Finest supermarkets.

## 2. Distribution Channels

### Flow Chart for Distribution of Consumer Ready Food and Drinks in Singapore



Food products in Singapore are generally distributed through local importers/distributors who in turn supply them to retailers. Large retailers also procure directly for cost efficiencies, and they have their own warehousing facilities to store and to repack goods. Distribution to wet markets, hawkers, and small neighborhood stores is usually managed by a number of 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, i.e. *7-Eleven* and *Cheers* which are also owned and operated by the two leading supermarket operators, NTUC FairPrice Cooperative and Dairy Farm International Holdings.

#### **A. Super Stores, Supermarkets, Hypermarkets Or Super Centers, Club And Warehouse Outlets**

The table below provides information on the major retailers:

<b>Retailer</b>	<b>Outlet Types</b>	<b>Annual % Sales (20145)</b>	<b>No. of Outlets</b>	<b>Location</b>	<b>Procurement method</b>
Fairprice (cooperative)	Super, hyper, convenience, and online retailing.	32.8%	285 outlets	Island-wide	Directly, consolidators and agents/distributors.
Dairy Farm International	Super, hyper, convenience, and online retailing	17%	848 outlets	Island-wide	Directly, consolidators and agents/distributors.
Sheng Siong	Supermarkets and online retailing	9.3%	33 outlets	Island-wide	Directly, consolidators and agents/distributors.

Other major retailers with fewer supermarkets include:

- Prime Supermarkets with 19 stores, mainly located in heartlands (neighborhood areas) and operate on a 24-hour basis, targets budget-conscious consumers.
- Two Japanese retail stores: (1) Meidi-Ya Singapore, an overseas branch of Meidi-Ya Co Ltd, one of Japan's premium supermarket operators; and (2) Isetan Supermarket, another Japanese chain;

Mustafa supermarket, in Little India, carries a variety of products, importing from India as well as other countries, including the United States, for low cost products.

#### **B. Convenience Stores and Other Small Format Stores**

<b>Retailer &amp; Market Type</b>	<b>Ownership</b>	<b>% Sales 2015</b>	<b>No. of Outlets</b>	<b>Locations</b>	<b>Purchasing Agent Type</b>
7-Eleven (convenience)	HK (DFI)	5.9	489	Island wide	Importer/Agent/Distributor
Cheers (convenience)	Local (NTUC)	1.0	148	Island wide	Importer/Agent/Distributor Importer

	FairPrice)				
Choices (gas mart)	Local (Singapore Petroleum)	0.2	40	Island wide	Importer/Agent/Distributor
Star Mart (gas mart)	Local (Caltex)	0.2	27	Island wide	Importer/Agent/Distributor
FairPrice Xpress (gas mart)	Local (NTUC FairPrice)	0.2	23	Island wide	Importer/Agent/Distributor
i-Econ (local retail franchise concept)	Local (Hanwell Holdings)	0.7	60	Island wide (mostly in heartlands)	Strategic Partner Importer/Wholesaler/Agent

In addition, other retail chains that offer personal care products along with mostly snack food and beverages. Health and beauty specialist retailers account a value sales of US\$ 1.4 billion, includes the following major players:

Retailer & Market Type	Ownership	% Sales 2015	No. of Outlets	Locations	Purchasing Agent Type
Watsons	Hutchison Whampoa	19.5%	112	Island wide	Importer/Agent/ Distributor
Guardian	DFI Group	15%	135	Island wide	Importer/Agent/ Distributor
Unity	NTUC Healthcare	5.5%	60	Island wide	Importer/Agent/ Distributor
GNC	Osim Int'l	4%	63	Island wide	Importer

### C. Traditional Markets – “Mom And Pop” Small Independent Grocery Stores And Wet Markets

With the exception of fresh fruits destined for the wet markets, U.S. sales to this sub-sector are limited. These stores carry mainly local or imported foods from neighboring countries such as Malaysia, Thailand, Indonesia, Vietnam and China. The other exception is small independent boutique shops, which specialize in wines, “natural” or and organic, artisanal breads as well as gourmet foods.

## SECTION III. COMPETITION

U.S. exports of agricultural products to Singapore totaled \$865 million in 2015.

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Advantages/Disadvantages of Local Suppliers
Dairy Net Imports: \$855,564,383	1. New Zealand: - 32% 2. Australia: 19% 3. U.S.: 8%	NZ: freight advantage and exportable supplies; traditional supplier	Local dairy companies are strong competitors and have brand/name familiarity with the domestic consumers.

	4. Thailand: 6%	Australia: freight advantage, leads in liquid milk; and processed cheese. Most retailers' in-house brands are imported from Australia. U.S. exports \$71 million in 2015.	The local brands include <i>Magnolia</i> , <i>Farmhouse</i> , <i>Daisy</i> (F&N), <i>Meji</i> (Meji Co. Ltd.) and <i>HL</i> and <i>Marigold</i> brands (Malaysian Dairy Industries)
Breakfast cereal Net Imports: \$44,435,349	1. Malaysia: 22% 2. U.S.: 20% 3. China: 11% 4. Thailand: 8%	International brands dominate: Kellogg's (U.S.) and Post (U.S.); imported directly from U.S. or from regional facilities.	Singapore does not produce breakfast cereals.
Beef and Offal Net Imports: \$ 257,305,485	1. Australia: 37% 2. Brazil: 27% 3. New Zealand: 11% 4. U.S.:10%	Australia has freight advantage and enjoys status as traditional supplier; NZ also price competitive. Brazil competes in the frozen beef segment. U.S. beef caters to premium market	Singapore does not produce beef.
Pork and Offal Net Imports: \$ 310,522,278	1. Brazil: 24% 2. Australia: 19% 3. Netherlands: 15% 4. U.S.A.: 10%	Brazil dominates the frozen segment while Australian pork dominates the fresh/chilled market due to its close proximity and the well-developed air-flown supply chain. U.S. processed pork is popular.	Live pigs from Indonesia are imported and slaughtered; most of the meat is sold wet/traditional markets and supermarkets.
Poultry Net Imports: \$ 338,267,228	1. Brazil: 58% 2. Thailand: 21% 3. U.S.: 11% 4. Malaysia: 5%	Brazil is the most price competitive. Notable Brazilian brands include Borella, Sadia and Seara. U.S. has been losing market share.	Malaysian live chickens are imported and slaughtered.
Snacks Net Imports: \$ 390,954,758	1. Malaysia: 15% 2. U.S.: 10% 3. Italy: 10% 4. Switzerland: 6%	Made in Malaysia, Indonesia, Thailand & China International Brands such as Mars, Nestle, Kraft Mondelez dominate the market. Stiff competition for expensive shelf space.	A strong local snack manufacturing sector exists, but there is room for more.



		U.S. top category is chocolate.	
Eggs and products Net Imports: \$ 124,080,877	<ol style="list-style-type: none"> <li>1. Malaysia: 88%</li> <li>2. China: 5%</li> <li>3. Vietnam: 3%</li> <li>4. U.S.: 1%</li> </ol>	Malaysia has close proximity and lower transportation costs. AVA's strict import requirements, limit U.S. opportunities.	Three local farms produce eggs, and are seeking various ways to differentiate their eggs.
Fish and seafood Net Imports: \$ 1,037,663,927	<ol style="list-style-type: none"> <li>1. China: 16%</li> <li>2. Malaysia: 12%</li> <li>3. Indonesia: 11%</li> <li>4. Vietnam: 10%</li> <li>11. USA: 2%</li> </ol>	Price competitive. ASEAN countries and China dominate. Fresh/chilled/ prawns, live crabs, frozen cuttlefish, and squids are key products.	90% of fish and seafood is imported. The remainder is supplied by the 100 sea-based aquaculture operations. Production is increasing.
Fresh fruits group Net Imports: \$ 525,016,055	<ol style="list-style-type: none"> <li>1. U.S: 16%</li> <li>2. China: 14%</li> <li>3. Malaysia: 12%</li> <li>4. Australia: 11%</li> </ol>	Top U.S. fresh fruits: grapes, oranges, strawberries and apples. U.S. dominates sales of these fruits when they are in season. Very competitive market with supplies from different sources.	Singapore does not grow any fruits.
Fresh vegetables Net Imports: \$ 431,010,255	<ol style="list-style-type: none"> <li>1. Malaysia: 37%</li> <li>2. China: 27%</li> <li>3. Australia: 8%</li> <li>4. Thailand: 5%</li> <li>7. U.S.: 4%</li> </ol>	Top suppliers have freight advantage in shipping these perishables. U.S. products are air-flown and caters to the premium market.	Singapore neither produces fresh vegetables nor produce products that compete with U.S. vegetables.
Dried fruits and nuts (HS code: 08) Net Imports: \$ 688,579,730	<ol style="list-style-type: none"> <li>1. U.S.: 17%</li> <li>2. China: 12%</li> <li>3. Malaysia: 10%</li> <li>4. Australia: 9%</li> </ol>	U.S. nuts are very popular. Some are repacked and sold under local brands.	Singapore is not a major producer of edible nuts and dried fruit.
Non-alcoholic beverages Net Imports: \$ 209,811,993	<ol style="list-style-type: none"> <li>1. Malaysia: 58%</li> <li>2. Thailand : 11%</li> <li>3. Vietnam: 7%</li> <li>4. U.S.: 4%</li> </ol>	Regional fruit juices dominate food service products. U.S. leads the chilled retail-packed fruit juices. Notable U.S. brands include Welch's, Del Monte, Minute Maid Florida Citrus, Ocean Spray.	A strong sector in fruit juices, such as Fraser & Neave, Malaysia Dairy Industries, and Pokka Singapore.
Wine and Beer	<ol style="list-style-type: none"> <li>1. France: 54%</li> <li>2. Australia: 7%</li> </ol>	France dominates the premium wine market.	Singapore does not produce wines. Asia Pacific Breweries (APB),

Net Imports: \$ 703,710,003	3. Vietnam: 7% 4. Malaysia: 5% 5. U.S.: 3%	Australia dominates the retail market with its “mass market” wines to premium ones. The U.S. competes both on the “mass market” and premium products. For beer, Asia Pacific Breweries (APB) and import leader Carlsberg (Malaysia) dominate the domestic market.	Singapore’s biggest beer manufacturer dominates the beer market with well established brands such as Tiger, Heineken, Anchor, ABC, Baron, and Guinness stout. APB has a diverse repertoire of other imported beers.
Pet food (dog and cat food) Net Imports: \$ 34,796,718	1. U.S.: 32% 2. Thailand: 29% 3. Australia: 9% 4. China: 7%	Mars Pet Food’s Pedigree, Cesar and Royal Canin and Nestlé’s Purina and Hill’s Science Diet brands dominate.	Singapore does not produce retail pack pet foods.

(Source: Global Trade Atlas)

#### SECTION IV. BEST PRODUCT PROSPECTS

Singapore does not impose tariffs on imported goods. Singapore levies a 7% Goods and Services Tax (GST) on all goods.

Except for the following, all other goods enter the Singapore market duty free:

- a. alcoholic beverages (intoxicating liquors),
- b. tobacco products,
- c. motor vehicles and
- d. petroleum products.

#### Category A: Products Present in the Market with Good Sales Potential

Product Category	2015 Market Size (Volume) Metric Tons	2015 Imports	5-Year Avg. Annual Import Growth Key	Key Constraints Over Market Development	Market Attractiveness for USA
Breakfast	13,582	\$44,435,349	10%	Availability of	Consumer health

Cereals				local brands at lower price points.	consciousness and for quick breakfast drive demand.
Dairy Products	348,318	\$846,366,315	2%	Availability of products from New Zealand, Australia and France.	As consumer becomes gain product understanding, opportunities will exist for development for U.S. dairy products.
Fresh Fruits	449,160	\$525,016,055	8%	Strong competition from China, Malaysia, Australia and South Africa	Strong demand for U.S. products for premium fruits such as stone fruits, summer berries and avocados.
Edible Nuts	n/a	\$223,194,996	14%	Price sensitive market.	Very strong demand for U.S. nuts.

(Source: Global Trade Atlas)

#### Category B: Products Not Present in Significant Quantities But Have Good Sales Potential

Product Category	2015 Market Size (Volume) Metric Tons	2015 Imports	5-Year Avg. Annual Import Growth Key	Key Constraints Over Market Development	Market Attractiveness for USA
Fish and Seafood	197,584	\$1,037,663,927	3%	Intense competition from lower cost regional suppliers such as China, Malaysia, Indonesia and Vietnam	High fish consumption with fish and meat accounting for approximately 40% of a typical diet.
Pork	89,603	\$293,674,752	3%	Strong competition from Australian air-flown fresh product, and frozen Brazilian product at the lower segment	Major protein food staple, good prospects in high-end outlets where consumers pay premium price for higher quality.
Fresh Vegetables	517,406	\$431,010,255	6%	Price sensitivity for some vegetables such as asparagus as well	Solid demand for U.S. produce, consumers will pay premium for

				as lower priced alternatives from regional markets such as Malaysia, China, India and Australia.	fresh air-flown produce.
Snack Foods	65,777	\$390,954,758	7%	Competition from cheaper sources such as Malaysia and Italy.	Strong demand for quality U.S. products and U.S. product has strong brand recognition.
Wine	30,805,141 liters	\$524,719,690	8%	Diverse competitive market with a massive number of labels from Australia, France, Italy, Chile, South Africa, etc.	Broad and wide market, with many opportunities at the right price point.

(Source: Global Trade Atlas)

## APPENDIX I. POST CONTACT AND FURTHER INFORMATION

Office of Agricultural Affairs

U.S. Embassy Singapore

U.S. Department of Agriculture (USDA) - Foreign Agricultural Service (FAS) \*


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-  FAS is USDA's export promotion arm for U.S. agricultural products overseas. FAS Singapore is one of its offices at the U.S. embassy that represents USDA overseas. For more information log onto the FAS website: [www.fas.usda.gov](http://www.fas.usda.gov)

To obtain more publically available FAS reports for Singapore or other FAS overseas offices,

- log onto the FAS website above

- hit “data and analysis”
- click on “GAIN”
- click on “All reports entered after July 2, 2009”
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