



Euromonitor
International

Breakfast Cereals in Singapore

November 2025

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Breakfast Cereals in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast cereals develops as a category in retail and foodservice spaces

INDUSTRY PERFORMANCE

Demographic trends inform sales development in breakfast cereals

Rising popularity of muesli and granola reflects a shift to healthier and more natural options

WHAT'S NEXT?

Muesli and granola to gain ground on children's breakfast cereals

Wellness trends to drive innovation in breakfast cereals in the forecast period

Foodservice trends expand consumption occasions for muesli and granola

COMPETITIVE LANDSCAPE

Nestlé invests in its strong stable to lead the field

Alpen is perceived as a better for you alternative to sugary breakfast cereals

CHANNELS

Wide store presence, large product offer and pricing strategies maintain the appeal of supermarkets

E-commerce offers convenience and value for money deals to win over consumers

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Staple Foods in Singapore - Industry Overview

EXECUTIVE SUMMARY

Premiumisation and innovation amidst maturity spur retail value over volume sales growth

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INDUSTRY PERFORMANCE

Dried pasta and muesli and granola see the highest growth in retail value sales

Premiumisation and flavour profiles stimulate baked goods and instant noodles

Convenience underpins new launches in baked goods and frozen processed poultry

WHAT'S NEXT?

State support and new entries offer growth opportunities

New offerings to cater to an increasingly health-conscious consumer base

The foodservice tie-up is expected to remain a key strategy

COMPETITIVE LANDSCAPE

PSC Corp leverages strength in tofu to lead staple foods

Shift in dietary preferences boosts the performance of Weetabix's Alpen

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Supermarkets develop through digitalisation, strategic partnerships and value propositions

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