Rice, Pasta and Noodles in Singapore

November 2025

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Rice, Pasta and Noodles in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation lifts retail value sales as consumer preferences become more sophisticated

INDUSTRY PERFORMANCE

Rice dominates but instant noodles sees significant new product development
Rising interest in Western-style cooking and premiumisation spur dried pasta

WHAT'S NEXT?

A level of maturity in key categories is set to constrain the overall growth trajectory
Nutri-Grade labelling and advertising regulations to be extended to a range of food items, including instant noodles
Foodservice tie-ups to remain a key way to drive consumer engagement and momentum

COMPETITIVE LANDSCAPE

The leading brand's offer is strengthened by product innovation in 2025
Private label underpins the performance of NTUC FairPrice Co-operative

CHANNELS

Supermarkets dominate distribution with extensive assortments and high accessibility
Fast development of online platforms penetrates the distribution of rice, pasta and noodles

CATEGORY DATA

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Staple Foods in Singapore - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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

CHANNELS

Supermarkets develop through digitalisation, strategic partnerships and value propositions

Functionality, accessibility and safety improvements are behind e-commerce's strong retail value sales growth

MARKET DATA

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SOURCES

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