



Processed Fruit and Vegetables in Singapore

November 2025

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Processed Fruit and Vegetables in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weak growth in demand in a mature category

INDUSTRY PERFORMANCE

Convenience and practicality favour the shelf stable format

Frozen processed potatoes enjoys healthy retail value growth although demand stabilises

WHAT'S NEXT?

Frozen processed fruit and vegetables to benefit from an alignment with modern lifestyles that value convenience and nutrition retention

Frozen fruit to gain traction in availability

Foodservice to remain a crucial channel for processed fruit and vegetables

COMPETITIVE LANDSCAPE

Wide product range and strong distribution keep Mili ahead of the field

Price and distribution advantages boost FairPrice

CHANNELS

Wide availability and large assortments make supermarkets popular

Strong online development provides e-commerce with a competitive edge in the distribution of processed fruit and vegetables

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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

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