



Euromonitor  
International

# Edible Oils in Singapore

November 2025

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## Edible Oils in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price increases hinder volume growth but health concerns benefit olive oil

#### INDUSTRY PERFORMANCE

Edible oils sees steady growth in 2025 despite external market pressures

Olive oil capturing the interest of health conscious consumers

#### WHAT'S NEXT?

Players expected to focus on adding value as edible oils suffers from maturity

Nutri-Grade labelling regulations set to be extended to edible oils

Sustained momentum of the olive oil category.

#### COMPETITIVE LANDSCAPE

Lam Soon Singapore continues to lead thanks to strong product portfolio

Golden Circle sees dynamic growth thanks to the promotion of its health claims

#### CHANNELS

Supermarkets continue to dominate sales of edible oils in 2025.

E-commerce seeing dynamic growth as consumers embrace the convenience of online shopping

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## Cooking Ingredients and Meals in Singapore - Industry Overview

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Consumers demanding healthy foods and convenience

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Cooking ingredients and meals sees steady growth in 2025 with Nutri-Grade labelling on the horizon

Liquid recipe sauces and olive oil the standout performers in 2025

Chilled and frozen ready meals benefit from new product development

#### WHAT'S NEXT?

Stronger growth predicted thanks to influence of social media and a stronger focus on home cooking

Health and wellness trend informing new product development

Foodservice presents challenges and opportunities for the market

## COMPETITIVE LANDSCAPE

Lam Soon retains the lead with broad offering of popular edible oils

Swift Health thriving with its premium honey while private label also makes gains

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/edible-oils-in-singapore/report](http://www.euromonitor.com/edible-oils-in-singapore/report).