



# Cooking Ingredients and Meals in Singapore

November 2025

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## Cooking Ingredients and Meals in Singapore

### EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

### CHANNELS

Supermarkets dominate distribution with ongoing investment in new sales strategies

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Price increases hinder volume growth but health concerns benefit olive oil

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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.

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Lam Soon Singapore continues to lead thanks to strong product portfolio  
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Players seek to offer healthy options but some consumers remain unconvinced

## INDUSTRY PERFORMANCE

Players focus on introducing healthier options as volume sales stagnate  
Chilled ready meals benefiting from new product development

## WHAT'S NEXT?

Growth of chilled and frozen ready meals set to be fuelled by new product development  
Demand for healthier ready meals set grow as new regulations target the market  
Ready meals faces strong competition from ready-to-eat meals and snacks

## COMPETITIVE LANDSCAPE

Campbell Soup Asia Ltd continues to lead but faces growing competition  
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### INDUSTRY PERFORMANCE

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Liquid recipe sauces thriving due to growing variety of options and convenient nature

### WHAT'S NEXT?

Retail and foodservice sales set for steady growth buoyed by interest in international flavours

Extension of Nutri-Grade labelling regulations to include sauces and condiments

Convenience set to continue fuelling the growth of liquid recipe sauces

### COMPETITIVE LANDSCAPE

Lee Kum Kee Co Ltd continues to lead the category in 2025.

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### Sweet Spreads in Singapore

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health concerns shape demand

#### INDUSTRY PERFORMANCE

Sweet spreads sees healthy growth in 2025 but challenges remain

Demand for chocolate spreads continues to grow despite rising prices

#### WHAT'S NEXT?

Positive outlook for sweet spreads despite jams and preserves losing their appeal

Health and wellness trends set to shape the future trajectory of sweet spreads

Foodservice set to play an important role in dictating market trends

#### COMPETITIVE LANDSCAPE

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