



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Singapore

November 2025

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Maturity constrains growth potential

### INDUSTRY PERFORMANCE

Frozen processed poultry and tofu benefit from convenience, novelties and local culinary preferences

Food innovation and a young adult audience provide fertile ground for growth for meat and seafood substitutes

### WHAT'S NEXT?

Moderate growth anticipated due to maturity and the limited pace of innovation within core categories

Health and wellness to continue to shape innovation within processed meat, seafood and alternatives to meat

Meat and seafood substitutes face headwinds in the forecast period but new entrants can offer dynamism

### COMPETITIVE LANDSCAPE

PSC Corp benefits from the high popularity of tofu in the local cuisine

Monde Nissin Corp invests to make gains

### CHANNELS

Convenience and a comprehensive offer underpin supermarkets' dominance

Supermarkets are set up to provide strong processed meat and seafood distribution

### CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

### COUNTRY REPORTS DISCLAIMER

## 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

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025  
Table 16 - Sales of Staple Foods by Category: Value 2020-2025  
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025  
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025  
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025  
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025  
Table 21 - Penetration of Private Label by Category: % Value 2020-2025  
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025  
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030  
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030  
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030  
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-singapore/report](https://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-singapore/report).