



**Euromonitor
International**

Meals and Soups in Singapore

November 2025

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Meals and Soups in Singapore - Category analysis

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2025 DEVELOPMENTS

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

FairPrice taps into demand for enticing dishes at affordable prices

CHANNELS

Supermarkets set to remain as the dominant retail channel for meals and soups.

E-commerce brings enhanced convenience at the click of a button

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Cooking Ingredients and Meals in Singapore - Industry Overview

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
E-commerce on the rise thanks to improvements in functionality, accessibility and security

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