



HW Staple Foods in Singapore

January 2026

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2024 DEVELOPMENTS

Consumers are more sophisticated and demanding

INDUSTRY PERFORMANCE

More sophisticated health preferences drive staple foods

High fibre is leading claim in staple foods

Rice elevates appeal as good source of vitamins

WHAT'S NEXT

Labelling regulations will shape health and wellness in staple foods

Growth potential for vegetarian claims

Ongoing focus on sources of vitamins and minerals

CATEGORY DATA

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Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

Growing reliance on health claims to inform product choices

Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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