



**Euromonitor  
International**

# HW Staple Foods in Singapore

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KEY DATA FINDINGS

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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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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