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Prepared By: Alice Kwek

Approved By: William Verzani

Report Highlights:

Singapore's highly import dependent, multi-billion-dollar food industry is driven by robust consumer spending, high disposable incomes, and intense urbanization. The country's trade and regulatory policies are focused on ensuring consistent foreign supply of high-quality food and agricultural products. Singapore's total agricultural product imports in 2018 reached \$10 billion USD, roughly ten percent of which was sourced from the United States.

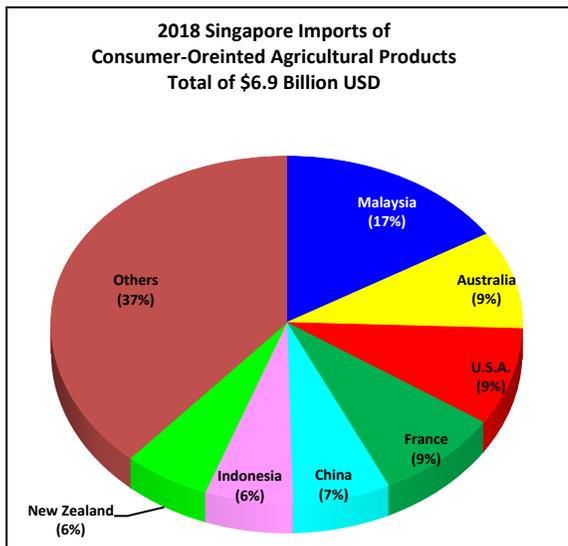
Market Fact Sheet: Singapore

Executive Summary

Singapore's highly import dependent, multibillion-dollar food industry is driven by robust consumer spending, high disposable incomes, and intense urbanization. The country's trade and regulatory policies are focused on ensuring consistent foreign supply of safe, high quality food and agricultural products. Singapore's total agricultural product imports in 2018 reached \$10 billion USD, roughly ten percent of which was sourced from the United States.

Imports of U.S. Consumer-Oriented Products

In 2018, the United States was Singapore's third largest supplier of consumer-oriented food and beverage products, with total sales reaching \$608 million USD for the year. Top U.S. products in the market include dairy, fresh fruit, potatoes, poultry and beef.



Source: Trade Data Monitor

Retail Foods

Singapore's retail foods sector is highly developed and very competitive, with total sales in 2018 reaching over \$6 billion USD. The sector is dominated by three key players: NTUC Fair Price Cooperative, Dairy Farm Group, and Sheng Siong Supermarket Chain.

Food Processing Ingredients

The Singapore food processing industry is relatively small. However, almost all raw materials and ingredients used in the processing industry are imported. Total industry output value in 2018 was roughly \$8 billion USD.

Hotel, Restaurant and Institutional

Singapore has a highly developed and competitive hotel, restaurant and institutional (HRI) sector. Singaporeans are some of Asia's top spenders on dining out. In 2018, the country's tourist receipts topped \$27.1 billion USD, of which almost \$2 billion was derived from food and

Singapore's Macroeconomics

Population: 5.6 million people (2018)

(Source: www.singstat.gov)

Per Capita Income: \$64,030 USD (2018)

(Source: CEIC data)

Real GDP Growth: 3.2 percent (2018)

(Source: www.singstat.gov)

GDP Composition:

- Industry: 25%
- Services: 75%

(Source: World Factbook)

beverage sales.

Opportunities and Challenges for U.S. Exporters

Opportunities	Challenges
<p>-The growing Singaporean Retail, Food Processing and HRI sectors are highly dependent on a broad range of imported food products and ingredients.</p> <p>-High disposable incomes drive demand for premium products.</p>	<p>-The Singapore market is highly competitive and can be very price sensitive.</p> <p>-China and other regional suppliers have gained significant market share in recent years.</p>
<p>-U.S. food and agricultural products are trusted and perceived to be of high quality.</p> <p>-Top U.S. brands are popular and in strong demand.</p>	<p>-Many U.S. exporters are unfamiliar with the market and are therefore sometimes unable to meet specific requirements and order sizes.</p> <p>-Time commitment for brand building can be significant.</p>

SECTION I. MARKET OVERVIEW

The city-state of Singapore, with a population of 5.6 million, is a wealthy, developed, and highly urbanized country. As there is minimal local agricultural production, Singapore is almost entirely dependent upon imports for its food requirements. The country's economy is mainly driven by financial services, manufacturing and tourism. As the country is highly dependent on imports for its food requirements, Singapore's food laws, policies and enforcement practices are focused on ensuring consistent foreign supply of safe food and agricultural products. While trade contacts report Singapore can be very strict on sanitary and phytosanitary issues, the country maintains a generally liberal and open trade system. Singapore does not impose quotas and tariffs on imported food and agricultural products (except tobacco and alcoholic beverages). Singapore's total agricultural product imports in 2018 reached nearly \$10 billion USD, roughly ten percent of which was sourced from the United States.

SECTION II. NATIONAL FOOD STANDARDS & TRADE PROCEDURES

The Singapore Food Agency (SFA) is the national authority responsible for food security and food safety matters in the country. Established in April 2019, the SFA has assumed all food-related regulatory responsibilities from its predecessor, the Agri-Food and Veterinary Authority (AVA).

Several types of foods entering Singapore must originate from establishments approved by SFA. Additionally, multiple food products, including meat and meat products, processed eggs, fresh table eggs and live poultry, require proper accreditation and approved procedures with SFA. Overseas establishments that supply these products are required to apply for accreditation with SFA through the supplying country's competent authorities.

For more details on food export requirements to the Singapore market, please refer to the [USDA Food Safety and Inspection Service Export Library](#).

SECTION III. MARKET DYNAMICS AND TRENDS

Food Industry Breakdown

Singapore's retail food sector is highly developed and competitive. Total sales for the sector in 2018 reached \$6.9 billion USD. Retail food sales in the country are dominated by three key players: the NTUC FairPrice Cooperative, Dairy Farm International Holdings and Sheng Siong Supermarket. Please refer to the [Singapore Retail Food Annual 2019 GAIN Report](#) for more details on the sector.

The country's hotel, restaurant and institutional (HRI) sector is also highly developed and competitive. The industry is fueled by robust tourism, business travel and consumer spending. In 2018, the country's tourist receipts topped \$27.1 billion USD, of which \$2 billion was derived from food and beverage sales. For more details on the HRI sector, please refer to the [Singapore HRI Annual 2019 GAIN Report](#).

Although Singapore's food processing sector is relatively small, almost all raw materials or

ingredients for further processing are imported. According to the Singapore Department of Statistics, the country's food processing sector had a total value of \$8 billion USD in 2018. Local food manufacturing spans over 17 sub-sectors, including flavors, local sauces and condiments, ready-to-eat meals, noodles, deli items, confectionary, chocolates, snack products, beverages and seafood processing. For more details on the food processing sector, please refer to the [Singapore Food Processing Industry Annual 2019 GAIN Report](#).

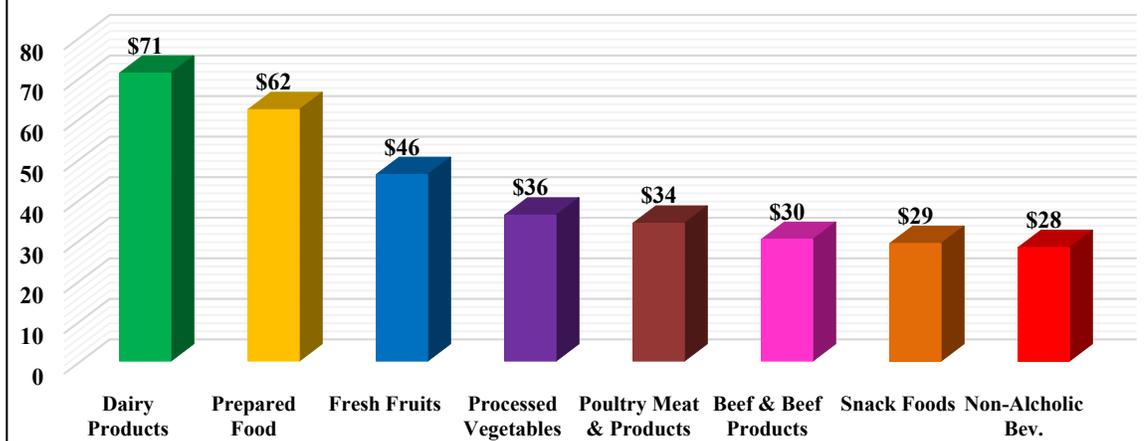
Trends and Practices

- Singapore is a cosmopolitan country and follows most international standards of business. Singapore's laws are patterned after the British legal system and English is the main working language. Business etiquette is largely relationship-based.
- Relatively high disposable incomes drive Singaporean demand for premium quality food and beverage products. Also, Singaporeans are some of Asia's biggest spenders on eating out.
- Singapore's food service industry is highly diverse with a broad range of Asian and Western cuisines widely available in dining formats ranging from food stalls to full-service restaurants.
- Fast and convenient food options are increasingly popular. Additionally, healthy and organic products are very prevalent.
- Major retailers and department stores are investing more in foodservice in order to provide shoppers with a combined shopping/dining experience.
- International franchise dining chains are highly prevalent and popular in Singapore.
- Third-party food delivery services are heavily used in Singapore.

U.S. Food and Beverage Products in the Singapore Market

According to Trade Data Monitor, the United States was Singapore's third largest supplier of consumer-oriented food and beverage (F&B) products in 2018. Total U.S. F&B export sales for the year reached \$609 million USD. Top U.S. F&B products in the market include dairy, prepared foods, fresh fruits, processed vegetables, poultry and beef.

**Top 2018 U.S. Consumer-Oriented
Food & Beverage Exports to Singapore
(in million USD)**



Source: Trade Data Monitor

Competition

Product Category (2018)	Major Supply Sources (2018)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$253 million	<ol style="list-style-type: none"> 1. Australia: 33% 2. Brazil: 30% 3. United States: 12% 4. New Zealand: 8% 	<p>Australia & New Zealand are traditional suppliers.</p> <p>Brazil competes in the frozen beef segment.</p>	Singapore does not produce beef.
Pork and Pork Products Net Imports: \$323 million	<ol style="list-style-type: none"> 1. Brazil: 31% 2. Australia: 19% 3. Netherlands: 16% 4. China: 9% 5. Spain: 8% 6. United States: 4% 	<p>Brazil dominates the frozen segment.</p> <p>Australian pork dominates the fresh/chilled market.</p> <p>U.S. processed pork is growing in popularity.</p>	Live pigs from Indonesia are imported and slaughtered. The majority of locally slaughtered meat is sold at wet/traditional markets and supermarkets.
Poultry Meat and Products Net Imports: \$353 million	<ol style="list-style-type: none"> 1. Brazil: 52% 2. Thailand: 23% 3. United States: 8% 4. Malaysia: 7% 	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in-country.
Seafood Products Net Imports: \$1.15 billion	<ol style="list-style-type: none"> 1. China: 13% 2. Malaysia: 12% 3. Vietnam: 10% 4. Indonesia: 10% 5. Norway: 7% 	ASEAN countries and China dominate the market. Fresh/chilled prawns, live crabs, frozen cuttlefish, and squid are key products.	90% of seafood is imported. The remainder is supplied by sea-based Singaporean aquaculture operations.

Fresh Fruit Net Imports: \$528 million	<ol style="list-style-type: none"> 1. Malaysia: 14% 2. United States: 14% 3. China: 12% 4. Australia: 12% 	Top U.S. fresh fruits in the Singapore market include grapes, oranges, strawberries and apples.	Singapore produces very little fresh fruit.
Processed Fruit Net Imports: \$128 million	<ol style="list-style-type: none"> 1. China: 22% 2. United States: 13% 3. Malaysia: 12% 	U.S. processed fruits are highly popular; some are repacked and sold as private local brands.	Singapore is not a significant producer of processed fruit.
Tree Nuts Net Imports: \$222 million	<ol style="list-style-type: none"> 1. Indonesia: 48% 2. Malaysia: 15% 3. United States: 10% 4. India: 6% 	Along with cashews from neighboring countries, U.S. nuts are very popular. Some U.S. nuts are repacked and sold under local brands.	Singapore is not a major producer of edible nuts.
Wine and Beer Net Imports: \$817 million	<ol style="list-style-type: none"> 1. France: 58% 2. Australia: 9% 3. Italy: 4% 4. United States: 3% 	France dominates the premium wine market. U.S. wines are growing in popularity.	Singapore does not produce wine. Asia Pacific Breweries (APB), Singapore's largest beer manufacturer, dominates the beer market.

Source: Trade Data Monitor

Best Prospective U.S. Products for the Singaporean Market

U.S. Products	2018 Import Value (Jan – Oct) (million USD)	2019 Import Value (Jan - Oct) (million USD)	Growth
Dairy Products	\$58	\$68	17%
Processed Vegetables	\$29	\$33	14%
Snack Foods	\$24	\$26	8%
Beef and Beef Products	\$23	\$25	9%
Wine and Beer	\$15	\$18	20%
Pork and Pork Products	\$11	\$12	9%

Source: U.S. Census Bureau Trade Data

Road Map for Market Entry

U.S. exporters of food and agricultural products should consider the following when planning to enter the Singapore market:

- Analyze Singapore food laws, packaging & labeling requirements and importer criteria for entry into the Singapore market. Detailed information on Singapore regulations and requirements can be found by accessing the latest FAS/Singapore Food and Agricultural Import Regulations & Standards Country Report at the following web portal:
<http://www.fas.usda.gov/>
- Review the types of U.S. products that can be readily targeted in the market. Consider the price competitiveness of U.S. products compared to similar products available in Singapore.
- Participate in regional trade shows and trade missions by tapping into resources offered by [State and Regional Trade Associations](#).
- Develop links with local importers that target major retailers, hotels, restaurants, and processors. U.S. exporters are advised to appoint local distributors or at least a local representative to guide them through the requirements of Singapore food regulations and local trading practices.
- After establishing links with importers, strive to educate them (in person if possible) on the qualities of your product/s and supply chain.
- After establishing trade agreements with local importers, conduct product promotions with end- users. This type of marketing event is particularly effective during festivals and peak seasons (Chinese New Year, Christmas, etc.).
- Provide technical assistance (e.g. handling techniques, chef trainings and product formulations) to end-users.
- Maintain strong communication with your local importer to ensure all certificates and import permits are valid and up to date.

SECTION IV. KEY CONTACTS AND FURTHER INFORMATION

A) USDA Foreign Agricultural Service Singapore

Office of Agricultural Affairs
 American Embassy Singapore
 27 Napier Road
 Singapore 258508
 Tel: (65) 6476-9120 Fax: (65) 6476-9517
 Email: AgSingapore@fas.usda.gov

B) U.S. Dairy Export Council
 1 North Bridge Road, #06-10
 High Street Centre,
 Singapore 179094

Tel: (65) 6334 7030 Fax: (65) 6223 2010
Contacts: Dalilah Ghazalay, Regional Director, SEA Marketing & Operations
Email: dali@dairyconnect.biz

C) U.S. Grains Council

50 Jalan Dungun Damansara Heights
Kuala Lumpur, Malaysia
Tel: (60) 3 2093 6826 Fax: (60) 3 2273 2052
Contact: Manuel Sanchez, Regional Director—South & Southeast Asia
Email: usgckl@usgc.com.my

D) U.S. Meat Export Federation

627 Aljunied Road, #04-04 Biztech Centre
Singapore
Tel: (65) 6733 4255 Fax: (65) 6732 1977
Contact: Sabrina Yin, Regional Director
Email: singapore@usmef.com.sg

E) USA Poultry and Egg Export Council

541 Orchard Road, #15-04 Liat Towers
Singapore
Tel: (65) 6737 1726 Fax: (65) 6737 1727
Contact: Margaret Say, Regional Director
Email: usapeec_sing@pacific.net.sg

F) Raisin Administrative Committee, Food Export-Midwest, Food Export-Northeast and the Western United States Agricultural Trade Association

48 Toh Guan Road East, #02-129 Enterprise Hub
Singapore
Tel: (65) 6515 6113 Fax: (65) 6278 4372
Contact: Richard Lieu and Chuah Siew Keat
Emails: richardlieu@lieumktg.com.sg; siewkeat@lieumktg.com.sg

G) U.S. Soybean Export Council

541 Orchard Road, #11-03 Liat Towers
Singapore
Tel: (65) 6737 6233 Fax: (65) 67375849
Contact: Timothy Loh, Director
Email: TLoh@ct.ussec.org

H) U.S. Wheat Associates

541 Orchard Road, #15-02 Liat Towers
Singapore
Tel: (65) 6737 4311 Fax: (65) 6733 9359
Contact: Matt Weimar, Regional Vice President for South Asia
Email: InfoSingapore@uswheat.org

I) Singapore Government Websites:

Singapore Food Agency: www.sfa.gov.sg
Department of Statistics: www.singstat.gov.sg
Singapore Government: www.gov.sg

Attachments:

No Attachments