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**Country:** Singapore

**Post:** Singapore

**Report Category:** Food Processing Ingredients

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**Report Highlights:**

Most raw materials for food processing are imported into Singapore due to its limited land, natural resources, livestock, and agricultural production. Singapore imported \$680 million of U.S. processed food products in 2021. The Singapore food processing industry's main products include flavorings, sauces, ready-to-eat meats, noodles, deli meat, sausage, confectionary, chocolates, snacks, and beverages (including beer). Top prospective U.S. food processing ingredient products for the Singapore market include animal fats, dairy, vegetable oils, processed vegetables, tree nuts, and beef products.

## Market Fact Sheet: Singapore

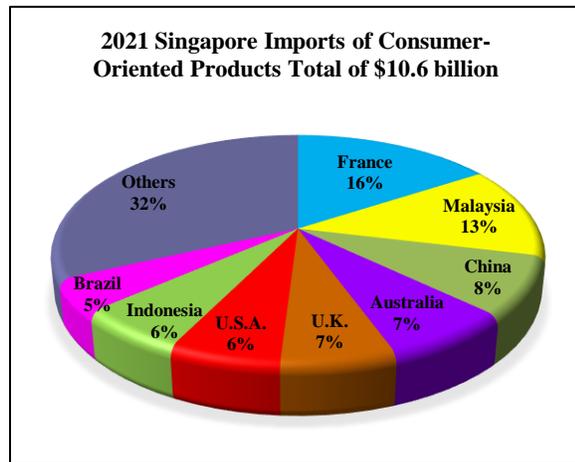
### Executive Summary

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 and related product imports in 2021 reached \$17.2 billion, with approximately nine percent sourced from the United States. Source: Trade Data Monitor (TDM).

### Imports of U.S. Consumer-Oriented Products

In 2021, the United States was Singapore's sixth largest supplier of consumer-oriented food and beverage (F&B) products, with total sales reaching \$673 million for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, poultry, and beef.

Source: TDM



### Food Processing

The Singaporean food processing industry is relatively small. However, almost all raw materials or ingredients used in the processing industry are imported.

### Hotel, Restaurant, and Institutional

Singapore has a highly developed and competitive hotel, restaurant, and institutional (HRI) sector. The sector was badly affected by Covid-19. The tourism receipt of \$890 million for YTD Q3 2021 was a decline of 72.9% compared to the same period in 2020. The F&B industry saw a pick-up in sales at the end of 2020 with the return of dining-in, but faced another dining restriction in May 2021. The sector has evolved over the course of the past two years, with increased digitalization and food deliveries.

### Retail Food

Singapore's retail sector is also highly developed and very competitive, with total consumer-oriented imports in 2021 over \$10 billion (TDM). Three key players dominate the sector: NTUC Fair Price Cooperative, Dairy Farm International Holdings, and Sheng Siong Supermarket Chain.

### Singapore's Macroeconomics

**Population:** 5.45 million (2021)  
(Source: SingStat)

**Per Capita Income:** \$62,113 USD (Nominal, 2021)  
(Source: IMF)

**Real GDP Growth:** 7.2% (2021)  
(Source: SingStat)

**GDP Composition:**

- Industry: 25%
- Services: 75%

(Source: SingStat)

### Opportunities and Challenges for U.S. Exporters

Opportunities	Challenges
<p>-The Singaporean Food Processing, HRI, and Retail 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>-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>-The Singapore market is highly competitive and can be price sensitive.</p> <p>-China and other regional suppliers have gained significant market share in recent years.</p> <p>-Many U.S. exporters are unfamiliar with the market and are sometimes unable to meet specific requirements and order sizes.</p> <p>-The time commitment for brand building can be significant.</p>

## SECTION I. MARKET OVERVIEW

Singapore’s food processing sector is relatively small and is comprised of mainly small and medium-sized enterprises. Its main products include flavorings, sauces, ready-to-eat meals, noodles, deli meat, sausage, confectionary, chocolates, snacks, and beverages (including beer). Almost all raw materials for the Singaporean food processing industry are imported, as local agricultural production is minimal. Major suppliers include Australia and New Zealand (dairy products) and Malaysia and China (fresh vegetables). The United States is also a major supplier of dairy products, as well as processed vegetables, fats and oils, food preparations and ingredients, and snacks.

In 2020, at the height of the pandemic, the Singaporean Government implemented several measures to curb COVID-19 transmission, including a “circuit breaker” lockdown where residents had to work and study at home as much as possible. During that time, consumers rushed to stockpile essential foods, including packaged food items like prepared meats, noodles, and cooking ingredients such as sauces and flavorings. The Covid measures have been eased since then, but some practices are still in place such as social distancing and wearing masks. The pandemic has encouraged Singaporeans to be more mindful of possible supply chain disruptions, climate change’s effects on food security, and widespread food waste which is of course one of the major global challenges. In 2020, Singapore generated 665,000 tons of food waste, which constituted to about 11% of the total waste generated in the country.

Some product types also saw increased sales, such as those perceived as “healthy” or “immune boosting,” low-cost, or convenient. These included probiotics and fortified packaged food products, processed fruits and vegetables, and frozen ready-to-eat meals. With the easing of restrictions, retail sales of processed/packaged food products are likely to drop, especially as more people eat out as additional businesses and restaurants reopen, and people increasingly return to work. Several major trends seeded in 2020 that are likely to continue include the increased usage of technology in the food and beverage industry and food delivery services.

Advantages	Challenges
<p>The popularity of U.S. convenience and fast food in Singapore favors the use of these chains’ existing procurement systems, which source food ingredients from the United States.</p> <p>U.S. food producers are known to be a reliable source of large volumes and consistent quality food products to major food processors. Generally, U.S. products are already well-known and well presented in major supermarkets.</p> <p>U.S. products also are known for high quality.</p> <p>Singapore is a major regional hub for food and agriculture re-exports, including processed foods and ingredients.</p>	<p>U.S. food products are considered more expensive compared to similar products from regional and “traditional” food supplying countries (Australia, New Zealand, and the European Union).</p> <p>Singaporeans are generally price sensitive when it comes to buying food products. This price sensitivity has allowed China and Association of Southeast Asian Nations (ASEAN) countries to increase their market share.</p> <p>Food ingredients suppliers in ASEAN benefit from preferential trade arrangements with Singapore.</p>

## **SECTION II. ROAD MAP FOR MARKET ENTRY**

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

### 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 and labeling requirements, and importer criteria. Detailed information on Singapore regulations and requirements can be found by accessing the [Singapore Food and Agricultural Import Regulations and Standards Country Report](#).
- 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 the resources offered by [State and Regional Trade Associations](#).
- Develop links with local importers that target major processors. U.S. exporters are advised to appoint local distributors, or at least a local representative, to help guide them through Singapore's 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.
- Provide technical assistance (e.g., handling techniques 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.

### Import Procedures

The agencies involved in customs clearance include the Accounting and Corporate Regulatory Authority (ACRA), SFA, and Singapore Customs. Only SFA-registered importers are allowed to apply for food import permits, and registration numbers can be obtained from SFA's Quarantine and Inspection Department.

There are several prerequisites to the application: the importer must first be a company/business that is registered with ACRA; obtain a Unique Entity Number (UEN); register and activate their UEN with Singapore Customs; and open and maintain a GIRO account for the payment of fees and permits. After complying with the prerequisites, the importer can then apply for an import permit through the Networked Trade Platform (NTP). For the details, please refer to Section IX: Import Procedures in aforementioned [FAIRS Country Report 2021](#).

### Market Structure – Distribution Channels and Major Segments

**Food Manufacturers:** Most local food manufactures are small-scale operators based in factories within industrial areas. Larger food manufacturers are usually multinational companies, and sometimes produce for the export market. Another general type of food manufacturer is involved in providing food preparation services, such as the processing of meat and vegetables, to hotels and restaurants.

**Importers/Distributors:** In Singapore, there are several food importers/distributors. They typically import food products and distribute them to supermarkets/hypermarkets, etc. Some importers have exclusive distributorships for certain food products from certain countries and many of the food importers are also major food retailers, including such well-known names such as NTUC Fair Price and the Dairy Farm group.

Retailers import food products in bulk, and many have introduced their own house brands for certain products. For example, 7-Eleven, part of the Dairy Farm group, has commissioned food manufacturers to produce their own in-house brand sandwiches and ready-to-eat meals. Introduced in 1985, NTUC's sub-brands under the chain's house brand umbrella include: FairPrice Gold (premium offerings); Pasar (fresh produce, fruits, and vegetables); Pasar Organic (fresh organic produce); and Budget (everyday items). Smaller establishments tend to import food products directly from neighboring countries.

#### Major Processed Food and Beverage Companies in Singapore

- F&N Foods Pte. Ltd. – Established regional food and beverage company: Soft drinks, health and wellness drinks, dairy products, and ice cream. <https://www.fnnfoods.com/>
- Tee Yih Jia Food Manufacturing Pte. Ltd. – Processed, frozen, and convenience food producer: Spring rolls, buns, breads, and crepes. <http://www.tyjfood.com/>
- SATS Food Services Pte. Ltd – Largest integrated food company in Singapore with processing facilities. Produces value-added foods (nuggets, bacon, ham, patties, seafood) and fresh, chilled, and frozen pork. Also processes fruits, vegetables, soups, and sauces. <https://www.sats.com.sg>
- Asia Pacific Breweries (APB) Singapore – Leading beer manufacturer and distributor. Producer of major beer brands, including Tiger, Guinness Stout, Anchor and Baron. APB Singapore is an operating company of Heineken. <https://www.apbsingapore.com.sg/>
- Yeo Hiap Seng Pte. Ltd. – Manufacturer and distributor of beverages, sauces, and canned/preserved foods. <https://www.yeos.com.sg>
- Khong Guan Biscuits Pte. Ltd. – Biscuits producer. Range includes assorted biscuits, wafers, digestives, and cream crackers. <http://www.khongguan.com.sg/>
- Auric Pacific Group Ltd. – Processed food manufacturer including bakery, frozen, and ready-to-eat meals: Breads, oils, fats, frozen pizza/pies, butter, and gourmet delicatessen. Also distributes global brands and wines/spirits. <https://www.auricgroup.com/>
- Lam Soon Group – Established manufacturer of cooking oil and laundry soap. A major player in fast-moving consumer goods (FMCG). Manufacturers cooking oil, margarine, specialty fats, beverages, canned fruits and vegetables, beverages, and organic products. <http://www.lamsoongroup.com>

#### Sector Trends

- Health and wellness trends continued to be highly prevalent this year, especially the growing popularity of immunity boosting food products. In 2022 and beyond, food producers continue to

provide healthier options for their products and develop integrating packaging that supports mindful eating for physical, mental, and social well-being. Food and beverage products will continue to be fortified with vitamins, minerals, fibers and probiotics.

- As part of the “war against diabetes,” the Singapore Ministry of Health (MOH) has initiated the process of adopting several measures restricting some types of pre-packaged, sugar-sweetened beverages. These measures have possible ramifications for the sale of some processed food products in the country. Affected companies are expected to reformulate their products by the measure’s implementation date. Please see the revised [GAIN Report](#) for the latest on Singapore publishing final nutri-grade labeling rules.
- As of June 2021, the MOH bans partially hydrogenated oils (PHOs) as ingredients in all foods in Singapore. This decree has affected several food products including snacks, baked goods, prepared meals, and fat spreads. PHOs are the main source of industry produced trans-fat and are used to increase food products’ shelf lives.
- There is increasing demand for food transparency and sustainability. Consumers want to know more about where their food is coming from and how it is manufactured. They also seek to cut back on food waste and reducing packaging, and to explore at different ways to shop, cook and eat. Restaurant openings might be on the rise, but the convenience of having food delivered to people’s doorsteps and the safety factor of eating at home have ensured that food delivery is not going anywhere. The country’s high per capita income and the rapid rise of e-commerce and mobile technology have facilitated the popularity and staying power of food delivery. In 2021, 2.5 million used online food delivery, which was about 30,000 more people than in 2020. According to Statista Digital Consumer Market, this e-service market is estimated to increase to 3.6 million by 2025.

### SECTION III. COMPETITION

Product Category (2021)	Major Supply Sources (2021)	Foreign Supplier Situation	Local Supplier Situation
<b>Dairy Products</b> <b>Net Imports:</b> <b>\$1.2 billion</b>	1. Malaysia: 36% 2. China: 28% 3. Australia: 8% 4. Thailand: 7%	Australia and New Zealand are traditional suppliers.	Local/regional dairy companies have strong brand/name familiarity.
<b>Processed Vegetables</b> <b>Net Imports:</b> <b>\$295 million</b>	1. China: 30% 2. United States: 21% 3. Thailand: 13% 4. Malaysia: 10%	Processed U.S. potatoes are in strong demand. China and regional countries offer competitive pricing for other processed vegetables.	Singapore is a small producer of processed vegetables.
<b>Fresh Vegetables</b> <b>Net Imports:</b> <b>\$542million</b>	1. Malaysia: 36% 2. China: 28% 3. Australia: 8% 4. Thailand: 7%	Regional countries offer competitive pricing.	Singapore produces mainly leafy vegetables and bean sprouts. As production is very minimal, they are mainly for domestic consumption.

<b>Processed Fruit Net Imports: \$149 million</b>	1. China: 20% 2. Indonesia: 15% 3. Malaysia: 10% 4. United States: 10%	U.S. dried fruits are popular; some are repacked and sold as private local brands.	Singapore is not a significant producer of dried fruit.
<b>Fresh Fruit Net Imports: \$569 million</b>	1. China: 14% 2. Malaysia: 14% 3. United States: 12% 4. Australia: 12%	The top U.S. fresh fruits in Singapore are grapes, oranges, strawberries, and apples.	Singapore produces very little fresh fruit.
<b>Tree Nuts Net Imports: \$185 million</b>	1. Indonesia: 29% 2. Malaysia: 20% 3. United States: 11% 4. Thailand: 8%	In addition to 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.
<b>Beef/Beef Products Net Imports: \$341 million</b>	1. Brazil: 36% 2. Australia: 30% 3. United States: 12% 4. Japan: 8%	Australia and New Zealand are traditional suppliers.  Brazil is currently price competitive in the frozen beef segment.	Singapore does not produce beef.
<b>Poultry/Poultry Products (excluding eggs) Net Imports: \$398 million</b>	1. Brazil: 50% 2. Thailand: 28% 3. United States: 6% 4. Malaysia: 5%	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in country.

Source: Trade Data Monitor (Updated Jan 19, 2022)

#### SECTION IV: BEST PRODUCTS PROSPECTS

U.S. Products	2020 Import Value (million USD)	2021 Import Value (million USD)	Percent Change
Animal Fats	\$227	\$286	26%
Vegetable Oils (ex. Soybean)	\$160	\$277	73%
Processed Dairy Products	\$85	\$100	18%
Processed Vegetables	\$44	\$41	-7%
Beef and Beef Products	\$30	\$37	23%
Tree Nuts	\$19	\$21	11%
Pork and Pork Products	\$14	\$13	-7%

Source: U.S. Census Bureau Trade Data (Updated Feb 9, 2022)

Despite the drop in imports of several U.S. products in 2021, interest in these products remains very strong and offers excellent opportunities for U.S. producers.

## **SECTION V. KEY CONTACTS AND FURTHER INFORMATION**

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](mailto:AgSingapore@fas.usda.gov)

U.S. Dairy Export Council  
20 Martin Road  
Seng Kee Building #08-01  
Singapore 239070  
Tel: (65) 6230 8550 Fax: (65) 6235 5142  
Contact: Dalilah Ghazalay, Regional Director, SEA Marketing and Operations  
Email: [dali@dairyconnect.biz](mailto:dali@dairyconnect.biz)

U.S. Grains Council  
50 Jalan Dungun Damansara Heights  
Kuala Lumpur, Malaysia  
Tel: (60) 3 2093 6826 Fax: (60) 3 2273 2052  
Contact: Caleb Wurth, Regional Director – Southeast Asia  
Email: [usgckl@usgc.com.my](mailto:usgckl@usgc.com.my)

U.S. Meat Export Federation  
627 A 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](mailto:singapore@usmef.com.sg)

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](mailto:usapeec_sing@pacific.net.sg)

Raisin Administrative Committee, Food Export-Midwest, Food Export-Northeast,  
Western United States Agricultural Trade Association  
48 Toh Guan Road East

#02-129 Enterprise Hub  
Singapore  
Tel: (65) 6515 6113 Fax: (65) 6278 4372  
Contacts: Richard Lieu and Chuah Siew Keat  
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U.S. Soybean Export Council  
541 Orchard Road, #11-03 Liat Towers  
Singapore  
Tel: (65) 6737 6233 Fax: (65) 67375849  
Contact: Timothy Loh, Regional Director, Southeast Asia  
Email: [TLoh@ct.ussec.org](mailto:TLoh@ct.ussec.org)

U.S. Wheat Associates  
541 Orchard Road, #15-02 Liat Towers  
Singapore  
Tel: (65) 6737 4311 Fax: (65) 6733 9359  
Contact: Joseph Sowers, Regional Vice President for South Asia  
Email: [InfoSingapore@uswheat.org](mailto:InfoSingapore@uswheat.org)

Singapore Government Websites:  
Singapore Food Agency: [www.sfa.gov.sg](http://www.sfa.gov.sg)  
Department of Statistics: [www.singstat.gov.sg](http://www.singstat.gov.sg)  
Singapore Government: [www.gov.sg](http://www.gov.sg)

**Attachments:**

No Attachments