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Report Highlights:

Singapore has a highly developed and competitive hotel, restaurant and institutional (HRI) industry that is traditionally fueled by robust tourism and consumer spending. However, due to the global COVID-19 pandemic and ensuing travel/movement restrictions, the HRI sector is currently experiencing a major drop in business. As there is minimal local agricultural production, the country's HRI sector is highly dependent on imports for its food and beverage requirements. In 2019, the country's tourist receipts topped \$20.5 billion USD, of which \$2 billion USD was derived from food and beverage sales. Top U.S. product prospects for the Singaporean HRI industry include dairy, fresh & processed fruit, pork, poultry, and snack foods.

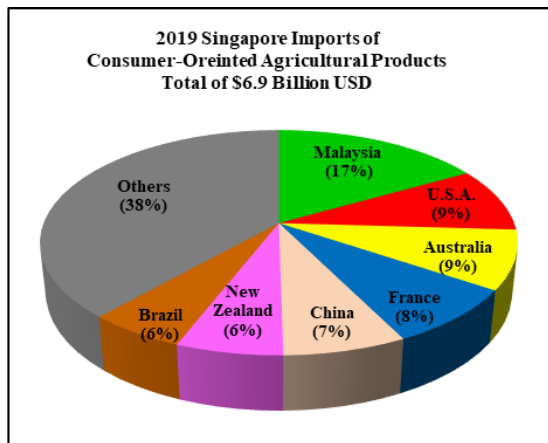
Market Fact Sheet: Singapore

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 safe, high quality, food and agricultural products. Singapore's total agricultural product imports in 2019 reached \$10.1 billion USD, roughly 10% percent of which was sourced from the United States.

Imports of U.S. Consumer-Oriented Products

In 2019, the United States was Singapore's second largest supplier of consumer-oriented food and beverage products, with total sales reaching \$638 million USD for the year. Top U.S. products in the market include dairy, fresh fruit, potatoes, poultry, and beef.



Source: Trade Data Monitor

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 2019, the country's tourist receipts topped \$20.5 billion USD, of which almost \$2 billion was derived from food and beverage sales.

Retail Foods

Singapore's retail foods sector is also highly developed and competitive, with total sales in 2019 reaching \$6 billion USD. The sector is dominated by three key players: NTUC Cooperative, Dairy Farm Group Holdings, and Sheng Siong Supermarket Chain

Food Processing Ingredients

The Singapore food processing industry is relatively small. However, almost all raw materials or ingredients used in the processing industry are imported. Total industry output value in 2019 was roughly \$8.3 billion USD.

Singapore's Macroeconomics

Population: 5.7 million people (2019)

(Source: www.singstat.gov)

Per Capita Income: \$65,233 USD (2019)

(Source: CEIC data)

Real GDP Growth: 0.7 percent (2019)

(Source: www.singstat.gov)

GDP Composition:

- Industry: 24.8%
- Services: 75.2%

(Source: World Fact book)

U.S. Exporter Opportunities and Challenges

Opportunities	Challenges
<p>-The growing Singaporean HRI, Retail, and Food Processing 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>

MARKET SUMMARY

The city-state of Singapore, with a population of 5.7 million, is a wealthy, developed and highly urbanized country. As there is virtually no local agricultural production, Singapore is almost entirely dependent upon imports for its food requirements. The country has a vibrant and competitive hotel, restaurant, and institutional (HRI) sector and Singaporeans are some of Asia's top spenders on eating out. According to Euromonitor, Singapore's food service sector (which includes hotels, restaurants, casual dining, fast food outlets and local food stalls) was valued at nearly \$6.6 billion USD in 2019 and has grown steadily over the past five years. However, due to the global COVID-19 pandemic and ensuing travel/movement restrictions, industry analysts report the Singaporean HRI sector has experienced a crippling sales decline so far in 2020 of up to nearly 60 percent (compared to the same time the previous year).

Sales in Consumer Foodservice by Location: % Foodservice Value 2014-2019

% value	2014	2015	2016	2017	2018	2019
Leisure	2.4	2.3	2.3	2.1	2.0	1.9
Lodging	4.9	4.1	3.6	3.5	3.4	3.4
Retail	49.1	49.6	50.0	50.6	50.7	51.1
Stand-Alone	37.8	38.0	38.1	37.5	37.6	37.2
Travel	5.8	5.9	6.0	6.2	6.3	6.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor

Sector Trends

- The COVID-19 pandemic and ensuing travel restrictions have had a severe impact on the Singaporean HRI industry as it is highly dependent on tourism and consumer expenditures. Contacts report a decrease in industry sales as of September 2020 of up to 60 percent (compared to the same time in 2019).
- To support the industry, the Singapore Tourism Board spearheaded a multi-million-dollar dining and hotel “staycation” promotional campaign for Singaporean residents. Contacts report this initiative has helped hotel occupancy rates maintain a 60-70 percent level in recent weeks.
- According to Euromonitor, due to the government-imposed COVID-19 safe-distancing precautionary measures, third-party food delivery services have dramatically increased in use throughout the city.
- 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 for time-strapped consumers.
- Healthy and organic products are becoming very popular.

- Major retailers and department stores are investing more in foodservice in order to provide shoppers with a combined shopping and dining experience.
- International franchise dining chains are highly prevalent and popular in Singapore.

Advantages and Challenges for U.S. Exporters

Advantages

- U.S. food and agricultural products are trusted and perceived to be of high quality.
- Growing popularity of fast and convenient food options complement procurement systems that source food and beverage products from the United States.
- Singapore is highly dependent on imports for all of its food requirements.
- The high-end HRI segment maintains high standards of quality and hygiene, which is very positive for U.S. food and beverage prospects.

Challenges

- Imported U.S. products are frequently more expensive than other regional suppliers.
- Extremely high rental and operating costs in Singapore make promotional/marketing activities more challenging.
- Competition in the Singaporean market has become more intense in recent years with regional suppliers picking up significant market share.
- The Singaporean HRI sector is somewhat fragmented which makes market penetration more challenging.

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 [FAS/Singapore Food and Agricultural Import Regulations & 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 the major retailers, hotels, restaurants, and processors. U.S. exporters are advised to appoint local distributors or at least a local representative to help 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.

Major Hotel & Resort Chains in Singapore

International Hotel Chains	Website
Accor Hotels	https://www.frhi.com/
Four Seasons Hotels and Resorts	https://www.fourseasons.com/singapore/
Hilton Worldwide	https://www3.hilton.com/en/index.html
Hyatt Hotels Corporation	https://www.hyatt.com/en-US/hotel/singapore/grand-hyatt-singapore/sinrs
Intercontinental Hotel Group	https://www.ihgplc.com/
Marriott International	https://www.marriott.com/hotels/travel/sindt-singapore-marriott-tang-plaza-hotel/
Millennium Hotels	https://www.millenniumhotels.com/en/singapore/
Regent Hotels and Resorts	https://www.regenthotels.com/
Shangri-La Hotel and Resorts	http://www.shangri-la.com/en/singapore/shangrila/
Starwood Hotels and Resorts	https://www.marriott.com/default.mi?program=spg
Pan Pacific Hotels and Resorts	https://www.panpacific.com/en/hotels-and-resorts/pp-marina.html
Meritus Hotels and Resorts	https://www.meritushotels.com/en/index.html
Mandarin Oriental Hotel Group	https://www.mandarinoriental.com/

SECTION II. NATIONAL FOOD STANDARDS & TRADE REGULATIONS/PROCEDURES

The Singapore Food Agency (SFA) is the national authority responsible for food security and 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 food/food products entering Singapore must originate from establishments approved by SFA. Additionally, multiple types of food/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 export requirements to the Singapore market, please refer to the [USDA Food Safety and Inspection Service Export Library](#).

SECTION III. COMPETITION

Product Category (2019)	Major Supply Sources (2019)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$250 million	<ol style="list-style-type: none"> 1. Brazil: 32% 2. Australia: 32% 3. United States: 12% 4. New Zealand: 7% 	<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: \$295 million	<ol style="list-style-type: none"> 1. Brazil: 31% 2. Australia: 15% 3. Netherlands: 14% 4. Spain: 11% 5. China: 8% 6. United States: 6% 	<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 the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
Poultry Meat and Products Net Imports: \$375 million	<ol style="list-style-type: none"> 1. Brazil: 53% 2. Thailand: 24% 3. United States: 9% 4. Malaysia: 5% 	Brazilian poultry is currently price competitive in the Singaporean market.	Malaysian live chickens are imported and processed in-country.
Seafood Products Net Imports: \$1.1 billion	<ol style="list-style-type: none"> 1. China: 14% 2. Malaysia: 14% 3. Indonesia: 10% 4. Vietnam: 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: 13% 3. Australia: 13% 	Top U.S. fresh fruits in the Singapore market include grapes,	Singapore produces very little fresh fruit.

	4. China: 12%	oranges, strawberries and apples.	
Processed Fruit Net Imports: \$125 million	1. China: 22% 2. United States: 13% 3. Malaysia: 12% 4. Thailand: 10%	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: \$157 million	1. Indonesia: 28% 2. Malaysia: 18% 3. United States: 17% 4. India: 7%	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: \$785 million	1. France: 57% 2. Australia: 10% 3. Malaysia: 3% 4. Italy: 3% 5. 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 Singapore HRI Market

U.S. Products	2019 Import Value (January - July) (million USD)	2020 Import Value (January - July) (million USD)	Growth
Dairy Products	\$47.8	\$57.6	21%
Fresh Fruit	\$21.8	\$27.8	28%
Snack Foods	\$16.5	\$20.3	23%
Poultry Meat and Products (ex. Eggs)	\$17.4	\$18.5	6%
Pork and Pork Products	\$8.6	\$9.3	8%
Processed Fruit	\$6.1	\$6.5	7%

Source: U.S. Census Bureau Trade Data

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

20 Martin Road
Seng Kee Building, #08-01
Singapore 239070
Tel: (65) 6230 8550 Fax: (65) 6235 5142
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