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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 \$1.2 billion of U.S. processed food products in 2022, which was a 9% increase compared with 2021. The Singapore 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 dairy, vegetable oils, processed vegetables, tree nuts, and beef products.

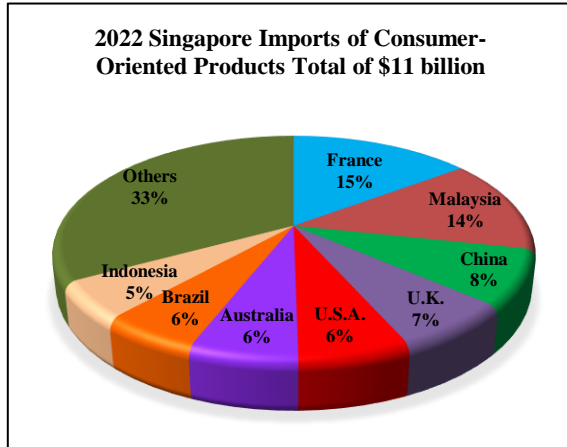
## Market Fact Sheet: Singapore

### 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 2022 reached \$18.9 billion, with approximately nine percent sourced from the United States. Source: Trade Data Monitor (TDM).

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

In 2022, the United States was Singapore's sixth largest supplier of consumer-oriented food and beverage (F&B) products, with total sales reaching \$709 million for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, poultry, and beef.



Source: Trade Data Monitor

### 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. As COVID-19 restrictions eased, the country hosted 6.3 million visitors in 2022, with revenue spending estimated near \$10.5 billion. The tourism sector is expected to recover to pre-covid levels by 2024. Combined with the return of major summits and an upswing in domestic patronage the HRI sector is looking at significant potential growth. Singapore is expecting 12 to 14 million arrivals and up to \$16 billion in revenue in 2023.

### Retail Food

Singapore's retail sector is also highly developed and very competitive, with total consumer-oriented imports in 2022 over \$11 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:** 5.64 million (2022)  
(Source: SingStat)

**Per Capita GDP:** \$97,798 USD (2021)  
(Source: SingStat)

**Real GDP Growth:** 7.6% (2021)  
(Source: SingStat)

**GDP Composition:**

- Industry: 25%
- Services: 75%

(Source: SingStat)

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

##### Opportunities

-The growing Singaporean Retail, Food Processing and HRI sectors are highly dependent on a broad range of imported food products and ingredients.

- High disposable incomes drive demand for premium products.

-Singapore is a trendsetter and an ideal launch pad for food and beverage concepts.

##### Strengths

-U.S. food and agricultural products are trusted and perceived to be of high quality.

-Top U.S. brands are popular and in strong demand.

##### Challenges

-The Singapore market is highly competitive and can be very price sensitive for certain products.

-Regional suppliers including Vietnam, Malaysia, Indonesia, and China continue to have significant market share.

##### Weaknesses

-Many U.S. exporters are unfamiliar with the market and are sometimes unable to meet specific requirements and order sizes.

-The time commitment for brand building can be significant.

## SECTION I. MARKET OVERVIEW

Singapore’s food processing sector is modest 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 key supplier of dairy products, processed vegetables, fats and oils, food preparations, ingredients, and snacks.

Coming out of the COVID-19 pandemic Singapore has made significant progress in normalizing its economy. The reopening of international borders in early 2022 boosted tourism and supported the gradual recovery of the meetings, incentives, conferences and exhibitions (MICE) industry. Since then, the government has lifted almost all COVID-19 related restrictions spurring growth in the food services industry, with restaurants and cafes experiencing a strong rebound in their business activities. The country’s medium-term growth outlook remains favorable and is reinforced by Singapore’s role as a leading international finance, shipping, aviation, and logistics hub.

Consumer trends trailing COVID-19 continue to be more health conscious. Some of the top general health and wellness trends in 2022 included strengthening the immune system, prioritizing gut health, and monitoring stress levels. There is an uptick in demand for more nutritious food and ingredients. Consumers are looking for healthier snack options, wholesome processed foods, options that have reduced or low amounts of salt and sugar, and high-fiber foods and probiotics.

Additionally, some major trends seeded in 2020 are likely to continue including the increased use of technology in the food and beverage industry and food delivery services. Retail sales of processed/packaged convenience foods such as ready-to-eat meals remain strong as people return to the office and regular routines.

Advantages	Challenges
<p>Generally, U.S. food producers are known to be a reliable source of large volumes and consistent quality food products to major food processors.</p> <p>U.S. products have a good reputation and are known to be of 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>Local and regional sourcing has become more prevalent in recent years because of disruptions in supply chains.</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 Singapore Food and Agricultural Import Regulations and Standards Country Report (FAIRS).
- 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 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 2022](#).

### Market Structure – Distribution Channels and Major Segments

**Food Manufacturers:** Most local food manufacturers 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

- Asia Pacific Breweries (APB) Singapore – Leading beer manufacturer and distributor. Producer of major beer brands, including Heineken, Tiger, Guinness Stout, Anchor, Kirin Ichiban, and Baron. APB Singapore started a new chapter in 2012 as an operating company of the Heineken company. <https://www.apbsingapore.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/>
- Chinatown Food Corporation Pte. Ltd. – A producer of frozen dessert and snack products, including its specialty lines of glutinous rice balls and roti prata that are also exported to the U.S., Hong Kong, China, Malaysia, Indonesia, Australia, Canada, and some parts of the EU (including Belgium and France). The company also manufactures foods under private label contracts. <https://www.chinatownfood.com.sg/>
- 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/>
- Golden Bridge Foods Manufacturing Pte. Ltd. – The company manufactures a variety of processed meat products (chilled, frozen, and canned), such as Chinese/Asian waxed sausages, European styled hams, cold cuts, and sausages, and luncheon meat. It also provides contract pack services and customized products. Golden Gate is the first domestic meat processing plant to be ISO 9001, FSSC 22000 and HACCP certified, and its plant is graded “A” by SFA. <https://www.golden-bridge.com/>
- Khong Guan Biscuits Pte. Ltd. – Biscuits producer. Range includes assorted biscuits, wafers, digestives, and cream crackers. <http://www.khongguan.com.sg/>
- 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>
- 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, and provides catering services: aviation, institutional, private jet, and commercial. <https://www.sats.com.sg>

- Tai Hua Food Industries Pte. Ltd – One of Singapore’s main soy sauce producers, the company also manufactures braising sauces, condiments, and ready-to-cook sauces. The company also supplies raw sauce to other food sauce producers, and co-packs products for other leading food producers and suppliers. <https://www.taihua.biz/products.html>
- Tee Yih Jia Food Manufacturing Pte. Ltd. – Processed, frozen, and convenience food producer: Spring rolls, dim sum, wrappers, buns, breads, crepes, and plant-based snacks/ready meals. <http://www.tyjfood.com/>
- Woh Hup Food Industries Pte. Ltd. – Manufactures convenient sauces and condiments that are available in both retail and catering packs. Some of its products include oyster sauces, soy sauces, cooking paste and sauces, instant noodles, chili sauce, soup stocks, and food services pack. <http://www.wohhupfood.com/>
- Yeo Hiap Seng Pte. Ltd. – Manufacturer and distributor of beverages, pastes & sauces, spreads, instant noodles, and canned/preserved foods. <https://www.yeos.com.sg>
- In general, Singapore’s processing and ingredients sector is largely dominated by small and medium enterprises (SMEs), including companies like Chee Seng Oil (produces sesame oil) and Kwong Cheong Thye (produces mainly soya sauce for food suppliers).

## Sector Trends

- Health and wellness trends remain prevalent, especially the growing popularity of immunity boosting food products. In 2023, food producers continue to offer healthier options and develop packaging that markets mindful eating for physical, mental, and social well-being. Food and beverage products will continue to be fortified with vitamins, minerals, fibers, and probiotics.
- The Ready-To-Eat (RTE) food market is expected to record a CAGR of 2.6% in the next five years. The local RTE market is segmented by product type (such as ready meals, baked goods, meat products, instant breakfast, and instant soups) and distribution channels (such as supermarkets, convenience stores, and online retailers). The demand for RTE foods is attributed to changes in social and economic patterns, ease of distribution across retail channels, initiatives taken by the government to create awareness of RTE products and rising trend of trying new foods and cuisines.
- Plant-based food products have been gaining popularity in Singapore, with an average cumulative growth rate of over 12% in the last four years, strongly driven by concern for health trends. The popularity of the plant protein market led by Beyond Meat and Impossible remained constant in 2022 in Singapore and throughout the region. Brands should be creative in their efforts if they want to continue to appeal to Singaporeans as the plant-based food and beverage industry is a relatively developed sector in the country.
- There is increasing demand for food transparency and sustainability. Consumers want to know where their food is coming from and are exploring different ways to shop, cook and eat. There is also interest in cutting back on food waste and packaging.
- Food delivery remains popular. The country’s high per capita income and the rapid rise of e-commerce and mobile technology have facilitated the appeal and staying power of food delivery.
- The use of technology and Artificial Intelligence (AI) in the food sector is becoming prevalent in Singapore. In addition to online grocery shopping and food delivery, it is common to see non-cash transactions in tandem with the rapid growth of fintech in the country. AI has also been adopted in the F&B industry, e.g., many restaurants are using robotics and automation given the labor shortage.

For example, robot baristas are anticipated to start selling artisanal coffee at 30 Mass Rapid Train stations in the country by 2023.

### SECTION III. COMPETITION

Product Category (2022)	Major Supply Sources (2022)	Foreign Supplier Situation	Local Supplier Situation
<b>Dairy Products</b> <b>Net Imports:</b> <b>\$1.3 billion</b>	<ol style="list-style-type: none"> <li>1. New Zealand: 29%</li> <li>2. Australia: 13%</li> <li>3. U.S.A.: 9%</li> <li>4. Thailand: 6%</li> </ol>	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>\$322 million</b>	<ol style="list-style-type: none"> <li>1. China: 28%</li> <li>2. United States: 20%</li> <li>3. Thailand: 16%</li> <li>4. Malaysia: 9%</li> </ol>	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>\$544million</b>	<ol style="list-style-type: none"> <li>1. Malaysia: 38%</li> <li>2. China: 27%</li> <li>3. Australia: 7%</li> <li>4. Thailand: 6%</li> </ol>	Regional countries offer competitive pricing and more “fresh” vegetables due to the close proximity in distance between countries.	Singapore produces mainly leafy vegetables and bean sprouts. As production is very minimal, they are mainly for domestic consumption. However, with the widespread usage of agri-tech (such as vertical farming), local suppliers are expected to increase their production of leafy vegetables.
<b>Processed Fruit</b> <b>Net Imports:</b> <b>\$152 million</b>	<ol style="list-style-type: none"> <li>1. China: 21%</li> <li>2. Indonesia: 12%</li> <li>3. Malaysia: 11%</li> <li>4. United States: 10%</li> </ol>	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</b> <b>Net Imports:</b> <b>\$566 million</b>	<ol style="list-style-type: none"> <li>1. China: 15%</li> <li>2. Malaysia: 14%</li> <li>3. Australia: 13%</li> <li>4. United States: 11%</li> </ol>	The top U.S. fresh fruits in Singapore are grapes, oranges, strawberries, and apples.	Singapore produces very little fresh fruit.
<b>Tree Nuts</b>	<ol style="list-style-type: none"> <li>1. Malaysia: 23%</li> </ol>	In addition to cashews	Singapore is not a

<b>Net Imports: \$165 million</b>	2. Indonesia: 20% 3. United States: 14% 4. Thailand: 11%	from neighboring countries, U.S. nuts are very popular. Some U.S. nuts are repacked and sold under local brands.	major producer of edible nuts.
<b>Beef/Beef Products Net Imports: \$351 million</b>	1. Brazil: 32% 2. Australia: 24% 3. United States: 15% 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: \$610 million</b>	1. Brazil: 58% 2. Thailand: 23% 3. United States: 5% 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

#### SECTION IV: BEST PRODUCTS PROSPECTS

U.S. Products	2021 Import Value (million USD)	2022 Import Value (million USD)	Percent Change
Vegetable Oils (ex. Soybean)	\$ 279	\$ 333	20%
Processed Dairy Products	\$ 99	\$ 116	17%
Processed Vegetables	\$ 41	\$ 47	15%
Beef and Beef Products	\$ 36	\$ 49	36%
Tree Nuts	\$ 21	\$ 20	-4%
Pork and Pork Products	\$ 13	\$ 11	-14%

Source: U.S. Census Bureau Trade Data

Despite the drop in imports of several U.S. products in 2022, 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  
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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