

Required Report: Required - Public Distribution **Date:** October 03, 2024

Report Number: SN2024-0004

Report Name: Retail Foods Annual

Country: Singapore

Post: Singapore

Report Category: Retail Foods

Prepared By: Alice Kwek

Approved By: Katherine Mcbride

Report Highlights:

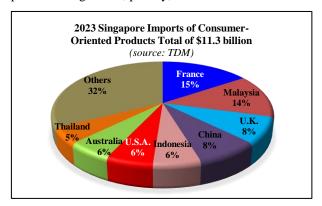
The retail food sector is highly competitive in Singapore with no single country holding over 16 percent of the consumer-oriented products market share. Singapore's economy is beginning to slow due to cost-of-living, inflation, and supply chain challenges. Nevertheless, high disposable income, a strong currency and government economic stimulus measures have helped to mitigate these challenges and return to pre-pandemic levels of sales in the food retail industry, with the retail food industry accumulating sales of over \$11 billion USD in 2023. With a current market share of six percent, United States' top prospective products for the Singaporean market include seafood (frozen fish and scallops), fresh fruit (including citrus and stone fruits), and pet food.

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 and related product import in 2023 reached \$18.4 billion USD, about 7 percent of which was sourced from United States.

Imports of U.S. Consumer-Oriented Products

In 2023, the United States was Singapore's sixth largest supplier of consumer-oriented food and beverage (F&B) products, with total sales reaching \$654 million for the year. Top U.S. products in the market include dairy, fresh fruit, processed vegetables, poultry, and beef.



Food Retail Industry

Singapore's retail foods sector is highly developed and very competitive, with total sales of \$11 billion USD in 2023. Post Pandemic, Singapore has returned to normalcy to prepandemic levels. Three key players dominate the sector: NTUC Fair Price Cooperative, Dairy Farm International Holdings, and Sheng Siong Supermarket Chain.

Food Processing Industry

The Singaporean food processing industry is relatively small. Most raw materials for food processing are imported into Singapore due to its limited land, natural resources, livestock, and agricultural production. Top prospective U.S. food processing ingredient products for the Singapore market include dairy, vegetable oils, processed vegetables, tree nuts, beef and pork products.

Food Service Industry

Singapore has a highly developed and competitive hotel, restaurant, and institutional (HRI) sector. The country hosted 13.6 million visitors in 2023, with revenue spending at \$20.5 billion USD. Tourism has resumed along with major summits, exclusive concerts, and an upswing in domestic patronage. The HRI sector is forecasted to grow significantly in 2024.

Ouick Facts CY 2023

Imports of Consumer-Oriented Products (US\$11 billion)

Top 10 Growth Products in Singapore

- 1) Dairy Products 2) Food Preparations
- 3) Beef & Beef Products 4) Fresh Fruit
- 5) Chocolate & Cocoa Products
 7) Distilled Spirits
 6) Processed Vegetables
 8) Poultry Meat & Prods.
- 9) Bakery Goods, Cereals & Pasta 10) Pet Food

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$11
Food Service-HRI	\$9.5
Food Processing*	\$8.6
Food and Agriculture Exports	\$15

^{*}Primarily soda ingredient manufacturing.

Top Singapore Retailers (by sales)

NTUC Cooperative Dairy Farm Group

Sheng Siong Supermarket Chain

GDP/Population

Population (millions): 5.9 GDP (billions USD): 466.79 GDP per capita (USD): 85,548

Sources

www.singstat.gov, Trade Data Monitor, World Bank,

Euromonitor

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

Section 1. Market Summary

Singapore's economy is experiencing a slowdown due to a confluence of factors including shipment delays due to geopolitical and economic climate, supply chain disruptions, inflation and cost-of-living challenges. Despite these factors, the outlook for the sector is strong as the consumer market continues to be supported by high disposable incomes, strong currency and low unemployment rates. The Singapore Government continues to provide economic stimulus measures and monetary aids to both businesses and individuals to mitigate economic hardship.

Singapore's food retail sector has returned to normalcy post pandemic. It is one of the most highly developed, intense and competitive markets in the Southeast Asia region. Key challenges include high operating costs including rent and labor. In 2023, the country's total retail food and beverage sales were over \$11 billion USD with forecasted sales to reach \$12 billion in 2024. The sector is dominated by three key players: the NTUC Fair Price Cooperative, Dairy Farm Group, and Sheng Siong Supermarket Chain.

Table 1: Advantages and Challenges in the Singapore Retail Foods Industry

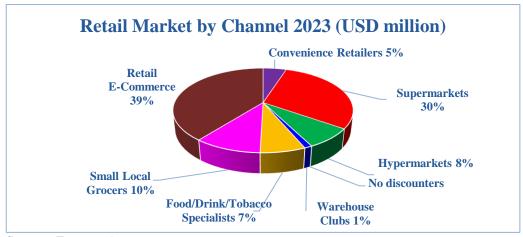
Advantages

- Singapore is highly dependent on imports for almost all of its food requirements.
- Large, wealthy and affluent population with high disposable incomes and a well-traveled and educated population drives demand for premium products.
- Preference for high quality, wholesome, and natural products (although the market is niche). Younger generations with higher spending power often purchase imported meats, premium fruits, wines, spirits and beers, and pet food.
- A large resident expatriate community helps increase the influence of Western trends and eating habits and the proliferation of western-style restaurants and fast-food chains.
- Consumers generally perceive "Made in USA" or "Imported from USA" and U.S. brands as signs of high quality food and drink products.

Challenges

- Very high rental and operating costs in Singapore make promotional marketing activities more challenging.
- Competition in the Singaporean market is intense, with many countries investing significantly in promotion and market expansion.
- Imported U.S. products can be more expensive than other regional suppliers.
- End-users lack knowledge on use of U.S. products and their versatility.
- U.S. exporters' inability to service Singapore importers, retailers, and end users, i.e. meeting smaller packaging and reduced pricing that fits the market and providing marketing support.

Chart 1: Retail Market by Channel



Source: Euromonitor

Section 2. Road Map for Market Entry

Exporters' Tips

U.S. exporters should consider the following when planning to enter the Singapore market:

Regulatory Compliance:

- o Analyze Singapore food laws, packaging and 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 <u>Food and Agricultural Import Regulations & Standards Country Report.</u> Maintain strong communication with local importers to ensure all certificates and import permits are valid and up to date.

Market Research:

- Review the types of U.S. products that can be readily targeted in the market.
- Consider the price competitiveness of U.S. products in comparison with similar products available in Singapore.
- Analyze product fit and market segmentation.
- Develop pricing Strategy

• Exporter Assistance:

O USDA/FAS partners with <u>State and Regional Trade Associations (SRTGs)</u> and manages a toolkit of market development programs to help U.S. exporters develop and maintain markets. U.S. exporters are encouraged to participate in regional trade shows and trade missions by tapping into the resources offered by State and Regional Trade Associations (SRTG).

• Due Diligence:

 Select partners/importers carefully and conduct due diligence and background checks to avoid trade conflicts and financial disputes.

• Develop Links:

- Develop links with local importers that target major retailers. 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.
- Singaporeans are long-term planners; therefore, building relationship through meetings and visits when possible is key.

• Market Promotion:

- Participate in regional trade shows and trade missions by tapping into the resources offered by State and Regional Trade Associations supported by USDA's funding allocations.
- Conduct product promotions and/or demonstrations through retail instore promotions, online platforms via social media, web-based advertising, etc. to engage with end-users. This type of marketing is particularly effective during festive and peak seasons (for example, "Great Singapore Sale", Chinese Lunar New Year, Christmas, etc.).

Import Procedures

The agencies involved in customs clearance include the <u>Accounting and Corporate Regulatory Authority (ACRA)</u>, <u>Singapore Food Agency (SFA)</u>, and <u>Singapore Customs</u>. 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 2024.

For Geographical Indicators, Trademark, Brand Names, and Intellectual Property Rights, please refer to Section VIII, <u>FAIRS Country Report 2024</u> for detailed information.

Singapore Food Retailers

NTUC FAIRPRICE

- Singapore's largest retailer (supermarkets, hypermarkets, gas marts and convenience stores)
- Market share of 35 percent with a total of 230 outlets.
- Retail Format: FairPrice, Finest, FairPrice Xtra, and FairPrice Xpress supermarkets or hypermarkets. Cheers convenience stores.
- Housebrand/Private label: FairPrice, Gold, Home Proud, Pasar and Pasar Organic.
- Exclusive Brands: Kirkland Signature, 365, and Tesco
- Exclusive Partnership with Central Food Retail Corp and Lotte Retail, bringing Thai and South Korean Food Concepts to their outlets.
- Procures from consolidates, distributors, local importers, and direct from exporters.
- Targets all income groups with their different retail format.

DFI RETAIL

- Singapore's 2nd largest retailer (supermarkets, hypermarkets, gourmet stores and convenience stores)
- Parent organization: DFI Retail Group
- Market share of 15 percent.
- Retail Format: Cold Storage, CS Fresh, Giant supermarkets, and 7 Eleven convenience stores.
- Housebrand/Private label: Meadows, Papa Alfredo, Captain Catch, and Giant
- Exclusive Brands: Waitose & Partners, Duchy Organics, and Alison Panty
- Procures from consolidators, distributors, local importers, and direct from exporters.
- Targets middle and upper income group while the hypermarkets target middle to lower income groups.

SHENG SIONG

- Singapore's 3rd largest retailer
- Retail Format: Supermarkets with bricks-and-mortar outlets and no-frills environment.
- Market Share: Estimated 10 percent.
- Located across the island, mostly in surburban neighborhood areas.
- Housebrand/Private label: Happy Family, Tasty Bites, Jean Fresh, Homeniks, Heritage Farm, Bake For You, and PowerPlus.
- Procures from distributors, local importers, and direct from exporters.
- Targets middle to lower income groups.

Other retailers include:

- Online grocers: <u>RedMart, Amazon</u>, and <u>Shopee</u>.
- Don don donki with 16 outlets, mainly located in malls, targets Japanese grocery consumers.
- *Hao Marts* with 45 outlets, mainly located in residential areas, price-competitive.

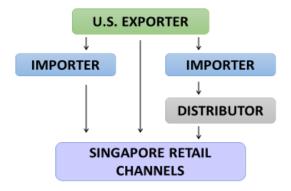
- <u>Tian Ma Group</u> with 16 outlets, mainly located in suburban neighborhood areas, targeting budget-conscious consumers. It has an online store and delivers island wide.
- *Prime Supermarkets* with 24 stores, mainly located in suburban neighborhood areas, targeting budget-conscious consumers.
- <u>Scarlett Supermarket</u> with 32 outlets located in main shopping districts, but stocks only China-made products.
- The Japanese retail stores <u>Meidi-Ya Singapore</u> and <u>Isetan Supermarket</u>.
- <u>Mustafa Supermarket</u> in "Little India" which imports from multiple countries (including the United States) and is very popular among the migrant workers and tourists.
- Specialty grocers such as: <u>Scoops Wholefoods</u>, <u>Ryan's</u>, <u>Culina</u>, <u>Little Farms</u>, <u>Huber's</u>, <u>Butcher's</u> <u>Box</u>, <u>Eaters Market</u> and organic and wholesome stores such as <u>Supernature</u>, <u>Nature's Glory</u>, <u>Brown</u> <u>Rice Paradise</u>, etc.
- Traditional "wet and dry" markets and "Mom and Pop" grocery stores, located in suburban neighborhood areas targeting the non-tech savvy consumers.

Distribution Channels

Food products in Singapore are generally distributed through local importers/distributors who supply them to retailers. Large retailers also procure directly for cost efficiencies and most have their own warehousing facilities to store and to repackage goods. Distribution to wet markets, hawkers, and small neighborhood stores is usually managed by intermediary wholesalers; however, market penetration of U.S. products in these alternative channels is limited.

Singapore's distribution channels for consumer-ready foods are dominated by supermarkets, hypermarkets, and the two leading convenience store chains, <u>7-Eleven</u> and <u>Cheers</u>, which are also owned and operated by the two leading supermarket operators, <u>NTUC FairPrice Cooperative</u> and <u>Dairy Farm Group</u>.

Distribution of Consumer-Ready Food and Drinks in Singapore



Sector Trends

- Consumer behavior in consumption and buying patterns have changed post pandemic, including
 consumer lifestyles. There is a strong demand for premium and artisanal products as consumers are
 trading upwards for better quality.
- Health and wellness trends continue to be prevalent. Consumers are prioritizing their well-being and prefer preservative-free products and healthier food products; reduced sugar, salt, and/or fat content. More consumers are paying more attention to product nutrition labels.
- Post-pandemic, e-commerce continues to grow as online grocers, such as *Lazada-Redmart*, offer attractive promotional campaigns, including gifts with purchase, bundle discounts, and country-specific promotions. Other factors include convenience, variety, stock availability, and flexibility in adding more items to the purchase before delivery. Live e-commerce and livestreaming utilizing social media platforms such as Facebook, Instagram and Tik Tok are new concepts that are increasing in prominence and popularity in Singapore.
- Singapore's 30 by 30 plan, a government goal to have local producers meet 30 percent of the country's nutritional needs by 2030, is intended to result in more sustainable supply and to build a more resilient food future. Leading retailers FairPrice and Sheng Siong are the most vocal in highlighting these initiatives in their marketing communications.
- Brand disloyalty or brand switching is increasing amid economic slowdown and soaring food prices. More consumers are willing to try new brands and seek out better "value-for-money" options. Private label or house brands by the supermarket retailers are gaining popularity among bargain hunters and those with less disposable income as the prices are lower than national brands.
- Singapore's convenience stores will enjoy moderate growth as the 24/7 nature of convenience retailers allow consumers the convenience and option to purchase in-store products and ready-to-eat foods at any time.
- Brick and mortar grocery stores and/or "mom and pop" retailers mostly located in residential/heartlands are struggling to maintain foot traffic and sales.

Section 3. Competition

Graphic 1: Top Ten Supplying Countries to Singapore and their Market Share



Table 1: Competition in the Major Consumer-Oriented Product Categories

Product Category (2023)	Major Supply Sources (2023)	Foreign Supplier Situation	Local Supplier Situation
Beef and Beef Products Net Imports: \$318 million	 Brazil: 28% Australia: 26% United States: 14% New Zealand: 8% 	Australia & New Zealand are traditional suppliers. Brazil competes in the frozen beef segment.	Singapore does not produce beef.
Pork and Pork Products Net Imports: \$412 million	 Brazil: 40% Australia: 10% Germany: 10% Spain: 8% China: 6% Netherlands: 5% United States: 3% 	Brazil dominates the frozen segment, while Australian pork dominates the fresh/chilled market. U.S. processed pork is growing in popularity.	Live pigs from Indonesia are imported and slaughtered. Most of the locally slaughtered meat is sold at wet/traditional markets and supermarkets.
Poultry Meat and Products Net Imports: \$512 million Seafood Products Net Imports: \$1.3 billion	 Brazil: 51% Thailand: 29% United States: 6% Malaysia: 5% Malaysia: 16% Vietnam: 14% China: 13% Indonesia: 8% Japan: 8% United States: 1% 	Brazilian poultry is currently price competitive in the Singaporean market. ASEAN countries and China dominate. Fresh/chilled prawns, live crabs, frozen cuttlefish, and squid are key products.	Malaysian live chickens are imported and processed in-country. 90% of seafood is imported. The remainder is supplied by sea-based Singaporean aquaculture operations.
Fresh Fruit Net Imports: \$578 million	 China: 16% Malaysia: 14% Australia: 13% South Africa: 9% United States: 9% 	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: \$142 million	 China: 21% Indonesia: 12% Malaysia: 12% Thailand: 9% United States: 9% 	U.S. processed fruits are very popular; some are repacked and sold under local brands.	Singapore is not a significant producer of processed fruit.
Tree Nuts Net Imports: \$150 million	 Malaysia: 23% Indonesia: 20% United States: 13% Thailand: 9% 	Along with cashews from neighboring countries, U.S. nuts are very popular.	Singapore is not a major producer of edible nuts.

		Some U.S. nuts are repacked and sold under local brands.	
Wine and Beer Net Imports: \$1.1 billion	 France: 61% Hong Kong: 8% Australia: 8% Italy: 3% 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) dominates the beer market.

Source: Trade Data Monitor

Section 4. Best Product Prospect Categories

Table 1: Top Consumer-Oriented Products Imported from the United States

U.S. Products	2023 Singapore Total Value (million USD)	2023 Total Import Value from the United States (million USD)
Food Preparations & Ingredients	\$1,116	\$149
Dairy Products	\$1,075	\$86
Fresh Fruit	\$578	\$52
Processed Vegetables	\$298	\$46
Beef & Beef Products	\$318	\$45
Chocolate & Cocoa Products	\$415	\$44
Poultry Meat & Products	\$512	\$31
Bakery Goods, Cereals & Pasta	\$599	\$29
Tree Nuts	\$150	\$20

Source: Trade Data Monitor

Table 2: Best Product Prospects Category for the Retail Foods Sector		
Food Preparations	Chocolate and Cocoa Products	
Cooking oils	Pork and Pork Products	
Dairy products	Beef & Beef Products	
Bakery Goods, Cereals, and Pasta	Processed Vegetables	
• Fresh Fruit and vegetables: citrus, apples,	Tree Nuts	
grapes, cherries and stone fruits or	Pet Foods	
temperate fruits.	Seafood	
 Poultry Meat and Products 	Wine and Beer	
Distilled spirits		

Table 3: Top Ten Singapore's Consumer-Oriented Agricultural Products Imports (million USD) with Good Sales Potential

Product Category (2023)	Major Supply Sources/Competing Country (2023)
1. Dairy Products Net Imports: \$1.1 billion	New Zealand – 8%, Australia – 8%, U.S.A. – 6% and Thailand – 6%
2. Food Preparation Net Imports: \$1.6 billion	Malaysia – 25%, Indonesia – 14%, U.S.A. – 11% and China – 9%
3. Bakery Goods, Cereals, & Pasta Net Imports: \$599 million	Malaysia – 7%, China – 5%, Japan – 5%, Thailand – 5%, Indonesia – 5% and $U.S.A.$ – 5%
4. Fresh Fruit Net Imports: \$578 million	China – 13%, Malaysia – 9%, Australia – 9%, South Africa – 5% and U.S.A. – 4%
5. Poultry Meat & Products (ex. Eggs) Net Imports: \$512 million	Brazil -6% , Thailand -5% , U.S.A. -3% , and Malaysia -2%
6. Chocolate & Cocoa Products Net Imports: \$415 million	Malaysia – 11%, Netherlands – 8%, U.S.A. – 6% and U. K – 6%
7. Non-Alcoholic Beverages Net Imports: \$385 million	Malaysia – 4%, Thailand – 3%, China – 3%, Indonesia – 3% and U.S.A. – 1%
8. Beef & Beef Products Net Imports: \$318 million	Brazil -14%, Australia – 8%, <mark>U.S.A. – 8%</mark> And New Zealand – 6%
9. Processed Vegetables Net Imports: \$298 million	China – 15%, U.S.A 9% , Thailand – 4% and Malaysia – 4%
10. Tree Nuts Net Imports: \$150 million	Malaysia – 23%, Indonesia – 20%, U.S.A. – 13% and Thailand – 9%

 Table 4: Best Prospective U.S. Products for the Singaporean Market (million USD)

U.S. Product	2023 Singapore Total Import Value	2023 Total Import Value from the United States	2023 U.S. Market Share
Seafood (i.e. frozen fish and scallops)	\$1,277	\$18	1%
Bakery Goods, Cereals & Pasta	\$599	\$29	5%
Fresh Fruit (i.e. citrus, stone fruits, etc.)	\$578	\$52	9%

Pork & Pork Products	\$412	\$11	3%
Beef & Beef Products	\$318	\$45	14%
Dog & Cat Food	\$257	\$12	5%
Tree Nuts	\$150	\$20	13%
Processed Fruit (i.e. dried fruits)	\$142	\$12	8%

Source: Trade Data Monitor

Products Not Present in Market with Good Sales Potential: The Singapore Food Agency, the lead agency for food-related matters including ensuring and securing a supply of safe food for Singapore, works with industry to diversity import sources. The industry is well informed and traveled (i.e. foreign buyer/trade missions) to source for food supplies, and thus the shelves are well stocked.

Products Not Present in Market due to Significant Barriers:

- 1. Chilled Pork
- 2. Table Eggs

Section 5. Key Contacts and Further Information

Organization	Address	Contact
USDA	27 Napier Road	Email: AgSingapore@usda.gov
Agricultural Affairs Office	Singapore 258508	
American Embassy	Tel: (65) 6476-9120	
Singapore		
www.fas.usda.gov		
U.S. Dairy Export Council	20 Martin Road	Dalilah Ghazalay
	Seng Kee Building, #08-01	Regional Director, SEA Marketing
	Singapore 239070	& Operations
	Tel: (65) 6230 8550	Email: dali@dairyconnect.biz
U.S. Grains Council	14-1 Wisma UOA	Caleb Wurth
	Damansara II	Regional Director, SE Asia &
	No. 6, Changkat Semantan,	Oceania
	Damansara Heights	Email: sea-oceania@grains.org
	50490 Kuala Lumpur,	
	Malaysia	
	Tel: (60) 3 2093 6826	
U.S. Meat Export	627 A Aljunied Road	Sabrina Yin, Regional Director
Federation	#04-04 Biztech Centre	Email: singapore@usmef.com.sg
	Singapore 389842	
	Tel: (65) 6733 4255	
California Wine Institute	48 Toh Guan Road East	Richard Lieu
Food Export-Midwest	#02-129 Enterprise Hub	Chuah Siew Keat
Food Export-Northeast	Singapore	Emails:
Western U.S. Agricultural	Tel: (65) 6515 6113	richardlieu@lieumktg.com.sg;
Trade Association		siewkeat@lieumktg.com.sg

U.S. Soybean Export	541 Orchard Road	Timothy Loh, Director
Council	#11-03 Liat Towers	Email: TLoh@ct.ussec.org
	Singapore	
	Tel: (65) 6737 6233	
U.S. Wheat Associates	#15-02 Liat Towers	Joe Sower, Regional Vice
	Singapore	President for South Asia
	Tel: (65) 6737 4311	Email:
		InfoSingapore@uswheat.org

Singapore Food Agency

Food Standards and Regulations

The Singapore Food Agency (SFA) is the national authority responsible for food security and safety matters in the country. Several types of food products entering Singapore must originate from establishments approved by SFA. For more details on export requirements to the Singapore market, please refer to the latest FAS Singapore FAIRS Country Report 2024. https://www.sfa.gov.sg/

Department of Statistics	https://www.singstat.gov.sg/
Singapore Government	https://www.gov.sg/
U.S. Websites:	
USDA FAS	https://www.fas.usda.gov/
USDA FAS GAIN Reports	https://fas.usda.gov/data/search
USDA FSIS	www.fsis.usda.gov/inspection/import-
	export/import-export-library
Regional Associations & Trade Groups	www.nasda.org/about/regional-assocations-
	<u>trade-groups</u>
Food Export Midwest	https://www.foodexport.org/
Food Export Northeast	
Southern U.S. Trade Association	https://www.susta.org/
Western U.S. Agricultural Trade Association	https://www.wusata.org/

Attachments:

No Attachments