



# Market Profile: Singapore

This Report is designed for Food and Drink Exporters considering launching or growing export sales to the Singapore grocery market



## SINGAPORE IS THE GATEWAY MARKET FOR FOOD AND BEVERAGE EXPORTERS TO THE SOUTH EAST ASIAN REGION

### **Significant demand for imported food and drink products**

Singapore is a tiny island nation with a population of about 5.4 million people with much of the nation's food and beverage products being imported. The country has more millionaires per capita than almost anywhere else in the world, with one in six homes having a disposable private wealth of at least SGD \$1 million. Many Singaporean students studied in western countries like the United Kingdom, Australia or New Zealand, therefore recognise and understand western products and taste profiles and become fast brand adopters.

### **Sophisticated retail channels**

Supermarket channels are sophisticated and store segmentation is well defined. There are two major supermarket groups and a number of independent retailers. Buyers from other high growth Southeast Asian markets often view Singapore as the benchmark for imported food brands and performing well in Singapore can create downstream export opportunities in the region.

### **Covid impacts**

Traditionally, Singaporeans enjoy eating out regularly at hawker stalls and food courts, however due to Covid-19 social restrictions and working from home mandates, the vast majority of people are shopping at supermarkets and preparing food at home. So while the retail sector has seen consistency and growth and offers new opportunities for food and drink grocery brands, the food service sector has been heavily impacted throughout the pandemic.



## SINGAPORE IS A RELATIVELY STRAIGHT FORWARD PLACE TO DO BUSINESS

### On the ground

English is the official language and it's the default language of business. This is a significant advantage when it comes to pitching your products and negotiating a fair deal with your prospective channel partners.

At the time of publication, travelling to Singapore for business remains challenging. That said, once on the ground, getting around the city is easy and free from the crippling traffic congestion common in other Southeast Asian markets.

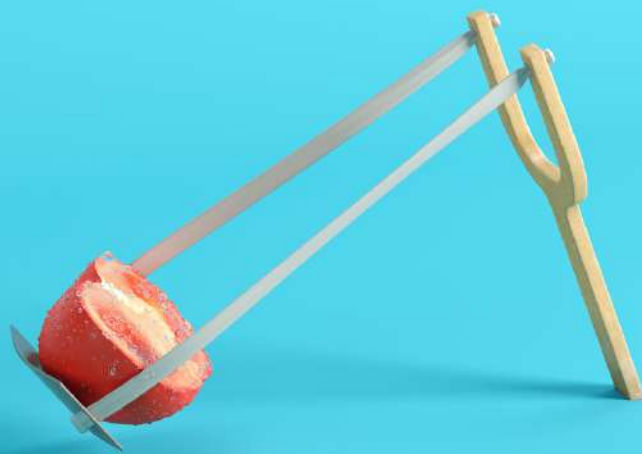
Logistics are efficient and the cool chain is expertly managed - a crucial factor for anyone in the chilled or frozen category. Like most international markets today, Singapore is experiencing some disruptions with shipping and freight.

### Regulations are clear and responsible

Unlike some other Asian markets, regulations in Singapore are clear and easy to comply with. It's hard to overstate how important this is. In some Southeast Asian markets it can take many months to get your products approved for sale by Government Food and Drug Administration's (FDA).

— “  
75% of ASEAN  
importers in a recent  
survey told us they  
prefer to have contact  
with their brand  
Principals on a  
monthly basis.  
” —

Cameron Gordon, Incite Partner



## SINGAPORE CAN BE AN EXPENSIVE MARKET TO ENTER

### Challenges for Export Managers

Singapore is an expensive market to enter with retailer listing fees (based on number of SKUs and stores) and marketing fund allowances that need to be paid to retailers to gain the listings in their respective stores.

Physical space on the shelf has high stakes and retailers often follow the 'one in, one out' policy, so you need to be able to support your brand with marketing to drive sales and grow brand awareness.

Many consumers in Singapore buy on promotion so it's important to have a well thought out long-term pricing strategy.

In-store product tastings at the time of writing are not currently possible, so a localised and targeted digital marketing strategy can make or break your success.

### Getting your Market Entry Model and Price Positioning right is crucial

Singapore can be an exciting and profitable export market to invest in and offers a launch pad into neighbouring high growth Southeast and North Asian markets.



## UNITED KINGDOM, AUSTRALIAN AND NEW ZEALAND FOOD AND DRINK PRODUCTS ARE IN DEMAND BY SINGAPOREAN IMPORTERS AND DISTRIBUTORS

### **Opportunities for Export Managers**

There is significant opportunity for grocery brands across all categories in Singapore, however, getting your market entry strategy right the first time will determine your success.

### **Importers are always on the lookout for new and innovative brands**

They need to know how your brand fits within the current landscape. To be noticed in this highly competitive environment you must have a compelling proposition.

### **Product trends**

We are seeing trends in the health and wellness category, together with alternative proteins and reduced sugar/fat products for both food and beverage categories. We are also continuing to see success for British brands in the following categories; dairy, ready-made meals, meat and seafood, confectionary and snacks, baby food, home baking and dry goods.

### **Stand out from the crowd**

Unique and creative branding that clearly communicates your unique selling propositions (USPs) will help you be noticed on the shelf and distinguish you from your competitors.



# Good luck!

## NEED SUPPORT WITH YOUR STRATEGY?

We will help you to quickly determine the right markets and entry model for your products, understand the local regulations and develop the perfect pitch to take your product to market. Then, we will partner you with the right distribution partner and get sales moving.

You'll benefit from our commercial experience and insights gained over a decade of successful food and drink product launches in Asia.

Visit [www.exportincite.com](http://www.exportincite.com)

Contact [getincite@exportincite.com](mailto:getincite@exportincite.com)

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