

Biscuits and Snack Bars in Singapore

<https://marketpublishers.com/r/B43ED3094A0EN.html>

Date: December 2015

Pages: 40

Price: US\$ 990.00 (Single User License)

ID: B43ED3094A0EN

Abstracts

Biscuits and snack bars registered current value growth of 4% to reach S\$245 million in 2015, which was a similar performance to the review period CAGR. The stable growth is mainly due to the hectic lifestyles in Singapore as consumers tend to rely on convenient snacks such as biscuits and snack bars when they get hungry in between meals or skip meals. The health-conscious trend is also a growth driver in this category. As such, consumers prefer to have individually-packaged products in order...

Euromonitor International's Biscuits and Snack Bars in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

F&n Foods (s) Pte Ltd in Packaged Food (singapore)

Strategic Direction

Key Facts

Summary 1 F&N Foods (S) Pte Ltd: Key Facts

Competitive Positioning

Summary 2 F&N Foods (S) Pte Ltd: Competitive Position 2015

Khong Guan Biscuit Factory (singapore) Pte Ltd in Packaged Food (singapore)

Strategic Direction

Key Facts

Summary 3 Khong Guan Biscuit Factory (Singapore) Pte Ltd: Key Facts

Competitive Positioning

Summary 4 Khong Guan Biscuit Factory (Singapore) Pte Ltd: Competitive Position 2015

Kraft Foods (s) Pte Ltd in Packaged Food (singapore)

Strategic Direction

Key Facts

Summary 5 Kraft Foods (S) Pte Ltd: Key Facts

Competitive Positioning

Summary 6 Kraft Foods (S) Pte Ltd: Competitive Position 2015

Nestlé Singapore Pte Ltd in Packaged Food (singapore)

Strategic Direction

Key Facts

Summary 7 Nestlé Singapore Pte Ltd: Key Facts

Competitive Positioning

Summary 8 Nestlé Singapore Pte Ltd: Competitive Position 2015

Executive Summary

Packaged Food Records Slightly Slower Retail Value Growth in 2015 Than Over the Review Period

the Merger of Kraft Foods and Heinz Forms the Kraft Heinz Company

Oriental and Local Flavours Are Key To Attracting Consumers

Internet Retailing Continues To Gain Traction in 2015

Packaged Food Is Set To Record Positive Value Growth Over the Forecast Period

Key Trends and Developments

Consumers Demonstrate Preferences for Smaller Pack Sizes and Resealable Packaging

Educated Consumers More Discerning With Health and Wellness Products

Oriental Flavours Gain in Popularity

the Polarising Performance of Private Label

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Penetration of Private Label by Category: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format: % Value 2010-2015

Table 31 Distribution of Packaged Food by Format and Category: % Value 2015

Table 32 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Volume Growth
2015-2020

Table 35 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 9 Research Sources

I would like to order

Product name: Biscuits and Snack Bars in Singapore

Product link: <https://marketpublishers.com/r/B43ED3094A0EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B43ED3094A0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970