Chilled Processed Food in Singapore

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Abstracts

In recent years, rising incomes and improvements in distribution have made chilled processed food a more affordable and accessible choice for many Singaporeans, while the trend towards busier lifestyles has steadily strengthened consumer appreciation for the convenience of these products. Consumption has also been bolstered by the fact that chilled processed food products are widely perceived as being healthier than canned/preserved and frozen alternatives. Despite all of this, retail volume...

Euromonitor International's Chilled Processed Food 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: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed Food 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.

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