

# Fortified/Functional Packaged Food in Singapore

<https://marketpublishers.com/r/F7D06A42B7BEN.html>

Date: January 2022

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: F7D06A42B7BEN

## Abstracts

In 2020, milk formula saw a limited impact from the shift from out-of-home to home consumption, unlike many other packaged food categories. This is because babies' diets are highly specific and milk formula has always been available mainly in the retail environment. As such, there was no shift in consumption from foodservice to retail. The COVID-19-related effect on FF milk formula consumption was the short-term stockpiling of baby food. Stockpiling arose amidst the perceived uncertainty of food...

Euromonitor International's Fortified/Functional Packaged Food in Singapore report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged 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.

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

### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN SINGAPORE

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Falling birth rate continues to cause a decline in demand for FF milk formula

Health concerns continue to drive value growth for FF probiotic yoghurt

FF breakfast cereals continues to grow due to home consumption opportunities

#### PROSPECTS AND OPPORTUNITIES

FF probiotic yoghurt expected to lead FF packaged food over the forecast period

FF sugar confectionery expected to see steady growth as a sore throat remedy

E-commerce a growing retail channel for FF packaged food

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 8 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 9 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 10 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 11 LBN Brand Shares of Fortified/Functional Bread: % Value 2018-2021

Table 12 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 13 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 14 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN SINGAPORE

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

## MARKET DATA

Table 15 Sales of Health and Wellness by Type: Value 2016-2021

Table 16 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 17 Sales of Health and Wellness by Category: Value 2016-2021

Table 18 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 20 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 21 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 22 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 23 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 24 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 25 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 26 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 28 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 30 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Fortified/Functional Packaged Food in Singapore

Product link: <https://marketpublishers.com/r/F7D06A42B7BEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F7D06A42B7BEN.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