

# Frozen Processed Food in Singapore

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## Abstracts

Retail volume and current value growth rates for frozen processed food in 2014 are expected to be up slightly on 2013. Given the trend towards busier lifestyles in Singapore, this improvement will be partly due to growing consumer appreciation for the convenience of these products, which are easy to prepare and have very long storage lives. Rising health awareness among consumers will further bolster retail volume and current value sales, as frozen processed food products are perceived as being...

Euromonitor International's Frozen 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:** Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed Food.

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

## Why buy this report?

Get a detailed picture of the Frozen 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.

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.

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Packaged Food Records Better Growth in 2014 Than in 2013

Manufacturers Gain Confidence in Introducing Premium Varieties

A Wider Product Portfolio Is Key for Most Packaged Food Players

One-stop Retailers Continue To Win Over Consumers in 2014

Packaged Food To Record Healthy Growth Over the Forecast Period

Key Trends and Developments

Packaging Innovation

Shift To Premium Products

Educated Consumers Demand Specific Health and Wellness Products

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