

Singapore's food and beverage market



A regional hub reliant on agri-food imports

Strengths

- Strong reliance on imports.
- Wealthy population with disposable income.
- Manageable market access requirements.
- Well protected intellectual property.

Weaknesses

- Small population and hence market.
- Multicultural population further fragments market.
- Distant market (+/- 40 shipping days).
- Some restrictions on marketing and advertising.

Opportunities

- Opportunities across the board due to reliance on imports.
- Offers a gateway to the increasingly important ASEAN region.
- Recognised regionally for high SPS standards.

Threats

- Considerable competition from other neighbouring trading partners.
- Plans to increase very limited domestic agriculture.
- Notable domestic food processing industry.



Demand for premium products good news for EU exporters



Red and sparkling **wine** popular locally; but half of imported wine re-exported to the region.



Cognac and whisky the most popular **spirits** locally; about 85% of imported spirits re-exported to the region.



Accessible market with demand for many different types of **meat** and cut.



Yoghurt most popular among **dairy** products, though cheese and butter growing in popularity.

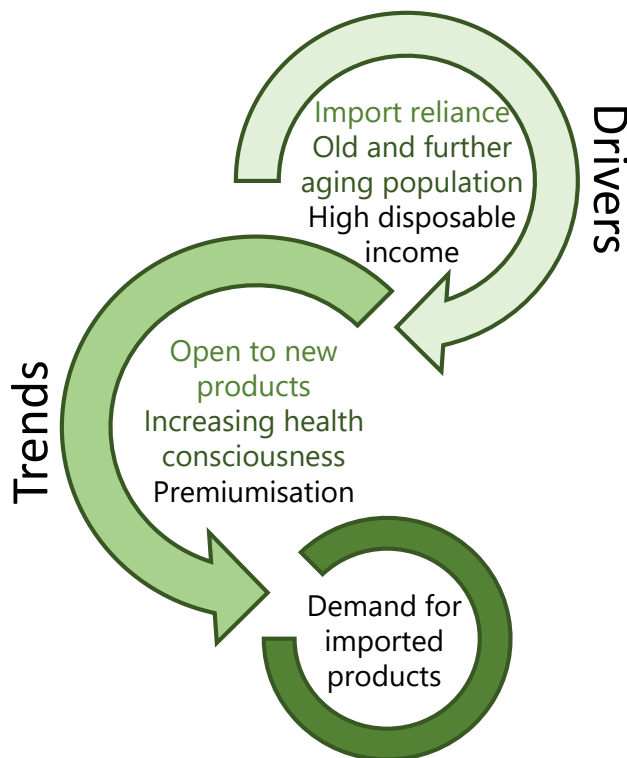


Multicultural population consumes a variety of **fruit and vegetables**, with imports needed to meet demand.

Densely populated, strategically located city state



Ageing, wealthy population relies on imports to meet demand.



Small, multicultural and varied society has many segments



Ethnicity/culture influences food and beverages consumed.



Average income levels very high but vary between groups.



Old and young generations have different shopping habits.



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