

Cheese in Singapore

August 2024

Table of Contents

Cheese in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate foodservice volume growth for cheese, bolstered by local food trends

Slowing birth rate may signal the necessity for brands to target adults as a key consumer group

Health-conscious consumption trend is slower to pick up in cheese, mainly evident in soft cheese

PROSPECTS AND OPPORTUNITIES

Potential for growth for unprocessed cheeses over the forecast period

Consumer price sensitivity expected to have varying impacts within cheese categories

CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2019-2024

Table 2 - Sales of Cheese by Category: Value 2019-2024

Table 3 - Sales of Cheese by Category: % Volume Growth 2019-2024

Table 4 - Sales of Cheese by Category: % Value Growth 2019-2024

Table 5 - Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 6 - Sales of Soft Cheese by Type: % Value 2019-2024

Table 7 - Sales of Hard Cheese by Type: % Value 2019-2024

Table 8 - NBO Company Shares of Cheese: % Value 2020-2024

Table 9 - LBN Brand Shares of Cheese: % Value 2021-2024

Table 10 - Distribution of Cheese by Format: % Value 2019-2024

Table 11 - Forecast Sales of Cheese by Category: Volume 2024-2029

Table 12 - Forecast Sales of Cheese by Category: Value 2024-2029

Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Singapore - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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