

# Savoury Snacks in Singapore

July 2024

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## Savoury Snacks in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Minimal retail volume growth in savoury snacks amidst poor consumer sentiment  
Greater brand collaborations and cross-category expansion expected to strengthen brand presence  
Potato chips continues to see flavour innovation

#### PROSPECTS AND OPPORTUNITIES

Increased interest in healthier savoury snacks as consumers are more mindful in their snacking choices  
Demand for familiar flavours with a twist expected to contribute to growth in savoury snacks  
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