



# HW Dairy Products and Alternatives in Singapore

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

New Nutri-Grade labelling requirement promotes reformulation and brand extensions

Good source of minerals is leading claim within health and wellness dairy products and alternatives as consumers look to fortify their nutritional intake

Skin health rises in significance within health and wellness dairy products and alternatives in 2022

### PROSPECTS AND OPPORTUNITIES

Potential for plant-based milk to see sustained demand over forecast period, despite slow uptake of novel alternatives in Singapore

Probiotic offers further growth potential as consumers look to support their gut health

Cardiovascular health set to gain momentum as consumers seek dairy products with specific health benefits

### CATEGORY DATA

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## Health and Wellness in Singapore - Industry Overview

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Overview

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