



Euromonitor
International

Savoury Snacks in Singapore

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate growth in savoury snacks in Singapore in 2025 amid shifting consumer priorities and innovation in health-oriented offerings
Kraft Foods and Seng Hua Hng Foodstuffs lead savoury snacks in Singapore in 2025 due to consumer recognition and trust
Supermarkets remains the leading distribution channel in 2025, while retail e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Private label savoury snacks set to gain momentum in Singapore, driven by innovation
Global and local savoury snacks brands leverage innovation and digital engagement to capture the youth segment
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SOURCES

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