



**Euromonitor
International**

Edible Oils in Singapore

November 2025

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Edible Oils in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases hinder volume growth but health concerns benefit olive oil

INDUSTRY PERFORMANCE

Edible oils sees steady growth in 2025 despite external market pressures

Olive oil capturing the interest of health conscious consumers

WHAT'S NEXT?

Players expected to focus on adding value as edible oils suffers from maturity

Nutri-Grade labelling regulations set to be extended to edible oils

Sustained momentum of the olive oil category.

COMPETITIVE LANDSCAPE

Lam Soon Singapore continues to lead thanks to strong product portfolio

Golden Circle sees dynamic growth thanks to the promotion of its health claims

CHANNELS

Supermarkets continue to dominate sales of edible oils in 2025.

E-commerce seeing dynamic growth as consumers embrace the convenience of online shopping

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Cooking Ingredients and Meals in Singapore - Industry Overview

EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

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INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth in 2025 with Nutri-Grade labelling on the horizon

Liquid recipe sauces and olive oil the standout performers in 2025

Chilled and frozen ready meals benefit from new product development

WHAT'S NEXT?

Stronger growth predicted thanks to influence of social media and a stronger focus on home cooking

Health and wellness trend informing new product development

Foodservice presents challenges and opportunities for the market

COMPETITIVE LANDSCAPE

Lam Soon retains the lead with broad offering of popular edible oils

Swift Health thriving with its premium honey while private label also makes gains

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