



Euromonitor
International

Cooking Ingredients and Meals in Singapore

November 2025

Table of Contents

Cooking Ingredients and Meals in Singapore

EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

KEY DATA FINDINGS

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

CHANNELS

Supermarkets dominate distribution with ongoing investment in new sales strategies

E-commerce on the rise thanks to improvements in functionality, accessibility and security

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Edible Oils in Singapore

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Singapore](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players seek to offer healthy options but some consumers remain unconvinced

INDUSTRY PERFORMANCE

Players focus on introducing healthier options as volume sales stagnate
Chilled ready meals benefiting from new product development

WHAT'S NEXT?

Growth of chilled and frozen ready meals set to be fuelled by new product development
Demand for healthier ready meals set grow as new regulations target the market
Ready meals faces strong competition from ready-to-eat meals and snacks

COMPETITIVE LANDSCAPE

Campbell Soup Asia Ltd continues to lead but faces growing competition
FairPrice taps into demand for enticing dishes at affordable prices

CHANNELS

Supermarkets set to remain as the dominant retail channel for meals and soups.
E-commerce brings enhanced convenience at the click of a button

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation focuses on liquid recipe sauces

INDUSTRY PERFORMANCE

Sales grow in 2025 with sauces, dips and condiments being cooking staples

Liquid recipe sauces thriving due to growing variety of options and convenient nature

WHAT'S NEXT?

Retail and foodservice sales set for steady growth buoyed by interest in international flavours

Extension of Nutri-Grade labelling regulations to include sauces and condiments

Convenience set to continue fuelling the growth of liquid recipe sauces

COMPETITIVE LANDSCAPE

Lee Kum Kee Co Ltd continues to lead the category in 2025.

Prima thriving thanks to ongoing investment in new liquid recipe sauces

CHANNELS

Supermarkets remains the dominant retail channel in 2025

E-commerce continues to make strong gains

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Sweet Spreads in Singapore

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health concerns shape demand

INDUSTRY PERFORMANCE

Sweet spreads sees healthy growth in 2025 but challenges remain

Demand for chocolate spreads continues to grow despite rising prices

WHAT'S NEXT?

Positive outlook for sweet spreads despite jams and preserves losing their appeal

Health and wellness trends set to shape the future trajectory of sweet spreads

Foodservice set to play an important role in dictating market trends

COMPETITIVE LANDSCAPE

Hormel Foods Corp continued to lead the category in 2025

Honey World creating a buzz with its healthy product range

CHANNELS

Supermarkets remains the dominant distribution channel for sweet spreads.

E-commerce thriving as online services develop and improve

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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