



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Singapore

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Maturity constrains growth potential

INDUSTRY PERFORMANCE

Frozen processed poultry and tofu benefit from convenience, novelties and local culinary preferences

Food innovation and a young adult audience provide fertile ground for growth for meat and seafood substitutes

WHAT'S NEXT?

Moderate growth anticipated due to maturity and the limited pace of innovation within core categories

Health and wellness to continue to shape innovation within processed meat, seafood and alternatives to meat

Meat and seafood substitutes face headwinds in the forecast period but new entrants can offer dynamism

COMPETITIVE LANDSCAPE

PSC Corp benefits from the high popularity of tofu in the local cuisine

Monde Nissin Corp invests to make gains

CHANNELS

Convenience and a comprehensive offer underpin supermarkets' dominance

Supermarkets are set up to provide strong processed meat and seafood distribution

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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Staple Foods in Singapore - Industry Overview

EXECUTIVE SUMMARY

Premiumisation and innovation amidst maturity spur retail value over volume sales growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Dried pasta and muesli and granola see the highest growth in retail value sales

Premiumisation and flavour profiles stimulate baked goods and instant noodles

Convenience underpins new launches in baked goods and frozen processed poultry

WHAT'S NEXT?

State support and new entries offer growth opportunities
New offerings to cater to an increasingly health-conscious consumer base
The foodservice tie-up is expected to remain a key strategy

COMPETITIVE LANDSCAPE

PSC Corp leverages strength in tofu to lead staple foods
Shift in dietary preferences boosts the performance of Weetabix's Alpen

CHANNELS

Supermarkets develop through digitalisation, strategic partnerships and value propositions
Functionality, accessibility and safety improvements are behind e-commerce's strong retail value sales growth

MARKET DATA

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