



# Baked Goods in Singapore

November 2025

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## Baked Goods in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation drives the category

#### INDUSTRY PERFORMANCE

Bread remains a versatile, essential item in local households

Fresh, premium demand spurs shift to unpackaged cakes

#### WHAT'S NEXT?

Urban lifestyles favour on-the-go options

Health and wellness to drive reformulations and new product launches

Foodservice is predicted to remain a cornerstone of baked goods

#### COMPETITIVE LANDSCAPE

Gardenia Foods continues to lead through its strength in leavened bread

Lotte Choco Pie fits with indulgence and convenience trends to gain momentum

#### CHANNELS

Food specialists dominate distribution with fresh, premium baked goods offers

Vibrant bakery café scene provides fertile ground for new and exciting offerings

#### CATEGORY DATA

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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

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