



HW Snacks in Singapore

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural is leading health and wellness claim

INDUSTRY PERFORMANCE

Players actively embrace health and wellness trends
Natural is the biggest claim in snacks
Gluten-free claims are gaining traction

WHAT'S NEXT

Snack industry to lean on sugar and functional claims
Natural claim will lead in nuts and dried fruits
Gluten free features among other health claims

CATEGORY DATA

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Health and Wellness in Singapore - Industry Overview

EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

Growing reliance on health claims to inform product choices
Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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