

Singapore

30th largest economy in the world in 2023 known for its supportive regulatory environment

Population

5.9
million

Average age

42.8
years

Percentage of
food currently
imported

90%

Percentage of local food
production to be reached by 2030
under the '30 by 30' initiative

30%

01 Market size

- Singapore serves as a strategic entry point into Southeast Asia and is leading the way in alternative protein development and popularity, relative to other Southeast Asian nations.
- Singapore imports over 90% of its food. To improve food security, Singapore aims to reach 30% of local food production by 2030 under the '30 by 30' initiative.
- The government actively supports the alternative protein industry through regulatory frameworks conducive to cultivated meat companies and incentives for global food corporations to establish research and development centers, new product development facilities, and pilot projects within Singapore. [Hong Kong-based Avant Meats](#) established a research and development center and pilot manufacturing facilities in Singapore in April 2021 with support from the Singapore Economic Development Board. Similarly, Swiss companies Givaudan and Buhler inaugurated the [Asia-Pacific protein innovation center](#) in Singapore that same month. Additionally, Singapore launched the first [alternative protein university course](#) in APAC at Nanyang Technological University in August 2021.
- Singapore was the [first country to approve the sale of a cultivated meat product in December 2020](#), establishing a global precedent.
- As per [Climate Change Public Perception Survey](#) in 2019, 80% of respondents were prepared to play a role towards a low-carbon Singapore, even if they have to bear additional costs.
- Singapore leads APAC as an early investor in all three pillars of alternative proteins. Plant-based continues to dominate in terms of all-time investment, with the peak in [2022 driven by two deals](#)—USD 100 million in TiNDLE Foods and USD 63 million in Oatside.

02 Consumer profile and demand

- As of mid-2023, 61.6% of Singapore's population were citizens. The remaining 38.4% were permanent residents and non-residents, such as foreign workers and international students.
- [Around 7% of the population](#) adhere to vegetarian or vegan diets. Approximately 39% of Singaporeans identified as flexitarians in a 2020 survey, indicating a preference for a primarily plant-based diet with occasional meat consumption.
- [Singaporeans' top reason](#) for considering a plant-based diet is health concerns (46%). This is followed by concerns over the health risks of meat/fish production (37%), the healthiness of processed meat (32%), and environmental reasons (24%).

03 Product formats in the market

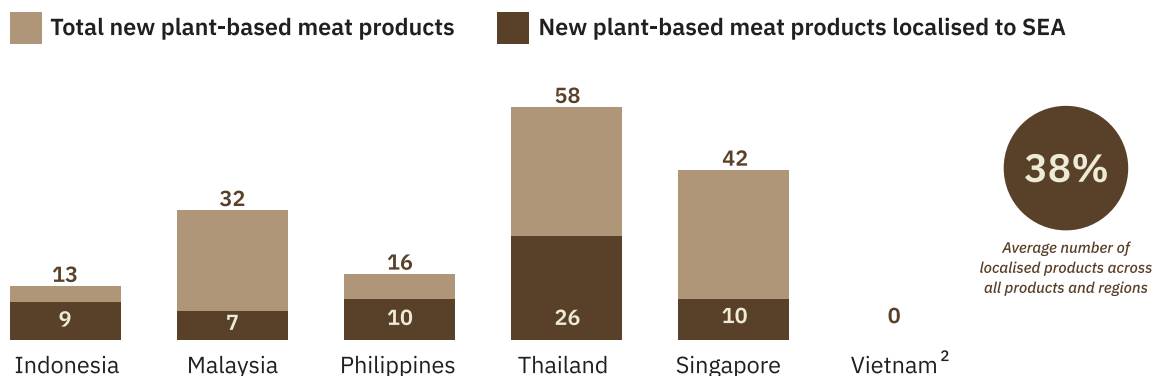
By protein type

- Beef currently dominates the plant-based meat sector in Singapore. But pork and chicken are growing at a rapid pace in line with the region's meat preferences. Seafood presents a significant opportunity, and not a lot of innovation has been seen in this segment.

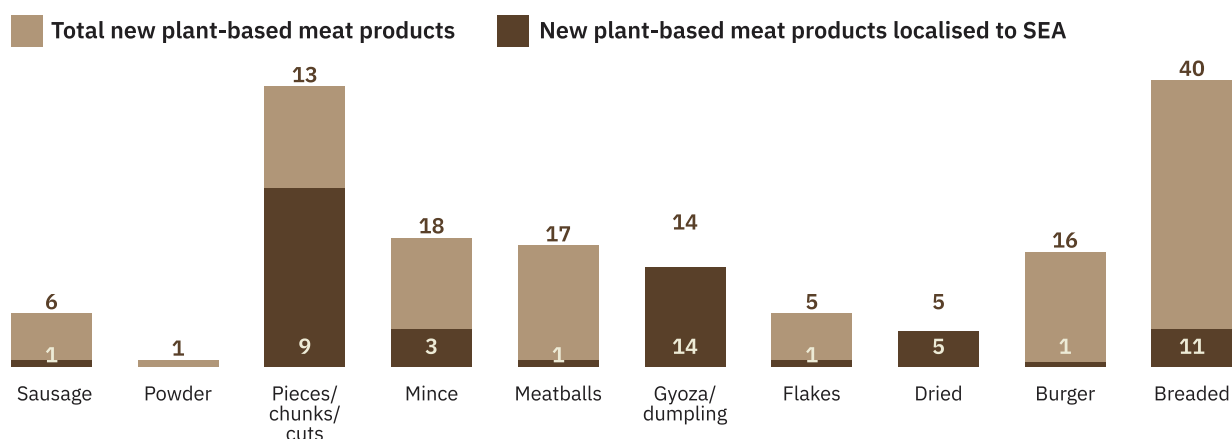
By format

- Asian meat formats are critical to garner interest among consumers in Singapore. These include products that are compatible with the local cuisine, consisting of rice or noodles accompanied by stir-fried meat, vegetables, or gravies/sauces.

New plant-based meat product launches in Southeast Asia (SEA) by country, 2022 - Q2 2023 (By country and localisation)



New plant-based meat product launches in SEA by country, 2022 - Q2 2023 (By product type and localisation)



04 Key players in the market

- Singaporean companies make up a 24% share of alternative protein startups in the region. Of the 200+ startups known to GFI APAC, Singapore is home to 50 of them. Over half of Singapore's sector startups are focused on plant-based proteins, almost a third in cultivated meat, and the remaining in fermentation-derived proteins.
- Impossible Foods, Beyond Meat, Quorn, and The Vegetarian Butcher** are some of the global companies operating in Singapore.
- ALTN, Tindle, Karana, Green Rebel, Dynameat, Anew, and Growthwell**

are some of the companies from Southeast Asia operating in Singapore

- Indian plant-based meat manufacturer **Blue Tribe** also operates in Singapore.

05 Key channels

Retail

The F&B retail landscape in Singapore is a dynamic mix of physical stores and e-commerce platforms.

- As of September 2024, **FairPrice** and **Sheng Siong** were the largest supermarket chains, with approximately 161 and 70 outlets, respectively.
- Other popular supermarkets include **Giant** and **Prime**.
- FairPrice Finest caters to the growing demand for meat alternatives by offering plant-based products, such as those from **Green Rebel**.
- **7-Eleven** and **Cheers** are well-known convenience stores with a significant

presence across the country.

- **Culina**, a speciality store known for its curated selection of fine foods and wines, operates 15 branded butcheries within FairPrice Finest and FairPrice Xtra supermarkets through a strategic partnership.
- **Everyday Vegan Grocer** is another speciality store that offers a variety of plant-based products, including those from brands like **Next Meats**.
- Popular e-commerce platforms include **Amazon Fresh**, **Redmart**, and **FairPrice Online**.

Food service

Hawker centres are integral to Singapore's culinary identity. Hawker centres, such as Maxwell Food Centre, Lau Pa Sat, Newton Food Centre, and Tekka Centre, offer a wide array of affordable local dishes, attracting both locals and tourists.

Apart from hawker centres, FSRs, QSRs, cafes, bars, and cloud kitchens are an important part of the food service landscape. TungLok Group, Les Amis Group, and Paradise Group are some of the prominent full-service players.

06 Key brand tie-ups

► Sept 2020



Quorn has expanded its reach in Singapore through a partnership with **RedMart**, the largest online grocery platform in the country. Through this partnership, Quorn will deliver meatless dim sum items.

► Dec 2020



Top Tier Foods from Canada and **Alt Plus** from Singapore have partnered to adapt plant-based wagyu to Asian tastes.

► Oct 2021



Nestlé Professional Singapore and **Tiffin Labs** have partnered to co-create digital restaurant brands featuring Nestlé's plant-based products. This allows F&B operators to offer more plant-based options through online delivery.

► Nov 2022



Meatable, a Dutch cultivated meat company, and Singapore's plant-based butcher **Love Handle** have partnered to create the [“Future of Meat” innovation centre](#). Their goal is to develop hybrid meat products that combine cultivated meat with plant-based materials.

07 Key distributors, manufacturers, and retailers



Indo-Guna, specialises in high-quality meat and gourmet products, has partnered with Growthwell Foods to supply plant-based meat and seafood alternatives to hotels, cafes, and restaurants.



Country Foods, a major food importer, distributor, and manufacturer, supplies conventional proteins and plant-based alternatives to over 1,000 international clients in the retail and food service sectors.



Ban Choon Marketing, a leading importer and wholesaler of premium fresh fruits, vegetables, and organic groceries, offers plant-based meats and ingredients to supermarkets, restaurants, caterers, and wholesalers.



SGProtein specialises in developing and manufacturing plant-based meat and fish and provides end-to-end solutions for businesses in the plant-based protein market.



Hua Kun, a leading importer, wholesaler, and distributor of halal meat products, has a vast distribution network that could potentially be leveraged to distribute plant-based meat alternatives.



Food Empire serves a wide range of clients, from small food chains to major hotels like Raffles Hotel.



SATS BRF Foods, specialises in quality frozen and chilled meats, seafood, and gourmet products, servicing upmarket restaurants and international airlines.



Angliss Singapore works with a wide range of clients from hotels to catering businesses, including major clients like Ritz-Carlton Millenia Singapore.



FoodXervices Inc Pte Ltd, a leading wholesale food distributor offering a wide range of products, partners with the Canadian firm Top Tier Foods to distribute plant-based wagyu.



Makoto-Ya offers a vast portfolio of over 1,000 different items across 200 brands and labels and has strong relationships with leading hotels, restaurants, supermarkets, retail stores, and e-commerce platforms.

08 Regulatory overview

Legislative authority / Regulatory body

The Singapore Food Agency (SFA), a statutory board under the Ministry of the Environment and Water Resources, is responsible for all food-related regulations in the country.

Food law

Under the [Sale of Food Act 1973](#), SFA's Food Regulations provide detailed information on Singapore's guidelines governing imported food and agricultural products. All imported and locally produced food, beverage, and edible agricultural products (including food ingredients) must adhere to the prevailing requirements in these statutes.

Labelling regulation

[Food Regulations](#) contain specific provisions on the requirements for labelling (regulation no. 5) and additional requirements.

You may also refer to the SFA's [Guide to Food Labelling and Advertisements](#).

Plant-based meat and dairy products

Terms such as ‘mock,’ ‘cultured,’ or ‘plant-based’ should indicate the products’ true nature—e.g., mock pork, cultured chicken, plant-based burger patties.

Fermentation-derived and cultivated meat

The SFA recommends specific assessment tests for specific types of novel foods. In their guidelines ‘[Requirements for the Safety Assessment of Novel Foods and Novel Food Ingredients](#),’ these particular types of novel foods are classified into the following categories:

- Novel food ingredients that are chemically identical to naturally occurring substances but produced through unconventional processes.
- Novel foods produced by biomass fermentation (e.g., single-cell proteins, mycelial biomass from fungal species).
- Cultured meat, where cells grown in a suitable growth media, are assembled on a ‘scaffold’ to produce products resembling meat muscle.

Genetically Modified Organism (GMO) regulation

When assessing novel foods produced from GMO, SFA defers to the Codex Alimentarius’s Guidelines for the [Conduct of Food Safety Assessment of Foods Produced Using Recombinant-DNA Microorganisms \(CAC/GL 46-2003\)](#) or [Recombinant-DNA Animals \(CAC/GL 68-2008\)](#).

If GMOs are present in the finished food product, the product will also be reviewed by the Genetic Modification Advisory Committee (GMAC).

Import-export portal or services (if any)

[Food Import and Export](#)—SFA Information Dashboard

Registration of business

You need a [licence or registration from SFA to export or tranship food and food products](#). You will also need a Cargo Clearance Permit (CCP) for every consignment.

Tariff benefits

India and Singapore have a Comprehensive Economic Partnership Agreement (CEPA) as well as the ASEAN-India FTA, whereunder the concessional rate of tariff is 0%. For availing the benefits, the goods are required to meet the Regional Value Content requirement of 35% (under ASEAN India FTA) and 40% (under the CEPA) in the goods being exported from India, along with such other specific requirements as may be applicable product-wise. Such conditions are to be proven by way of certificates/declarations from the notified agencies.

