

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.
- 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 alone now boasts six training modules at its universities and polytechnics solely dedicated to alternative proteins, up from just two in 2022. Building on the template pioneered in Singapore, GFI APAC's scientists have begun working with universities in Malaysia and Thailand to launch similar training modules.
- Singapore was the [first country to approve the sale of a cultivated meat product in December 2020](#), establishing a global precedent.

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.
- According to a [2023 YouGov survey](#) in Singapore, 51% consider themselves as meat eaters. About 18% see themselves as flexitarians who eat a primarily plant-based diet but still occasionally consume meat and fish. Only 5% of the respondents adopt a fully plant-based diet that may exclude all animal products.
- [The primary deciding factors](#) for meat-eaters when choosing a meal are taste and price. For flexitarians, taste and health are equally important. In contrast, health is the most significant factor influencing the food choices of vegetarians and vegans.

03 Product formats in the market

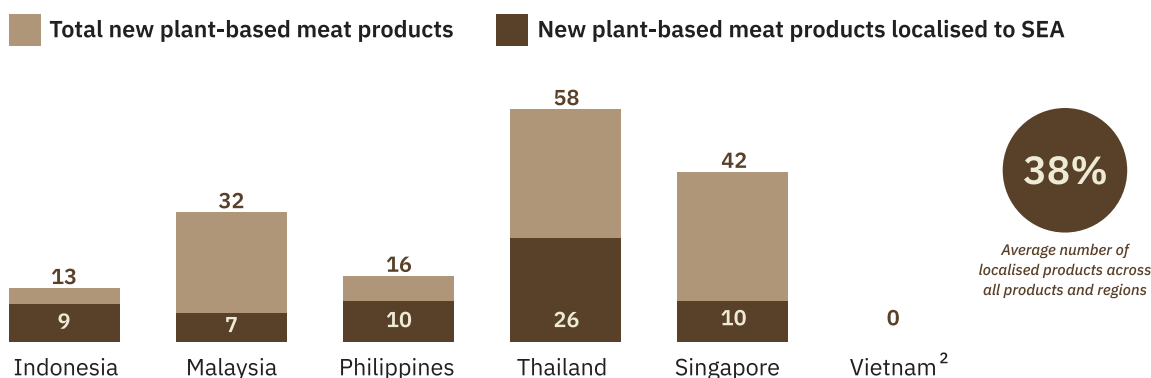
By protein type

- 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.

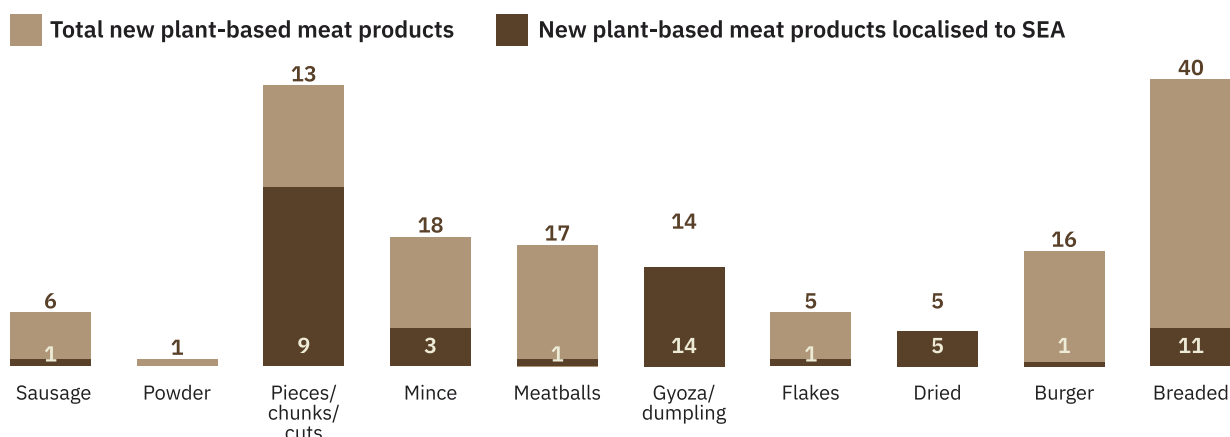
By format

- 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,** and **Quorn** are some of the global companies operating in Singapore.
- **ALTN, Karana,** and **Meat Zero** are some of the companies from Southeast Asia operating 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 opportunities for startups



The **NUS Bezos Centre and Enterprise Singapore** invited early-stage sustainable protein startups (TRL 4–6) across fermentation, cultivated meat, plant-based proteins, and safety/toxicology to compete at the Singapore International Agrifood Week (SIAW) 2025. The top eight startups would have the opportunity to pitch at the Asia-Pacific Agri-Food Innovation Summit, with the top three receiving up to S\$150K in grant funding plus S\$25K in in-kind support. Eligible startups are required to be independently incorporated within the past 10 years and either based in, or committed to anchoring operations in Singapore.

Separately, the **Sustainable Protein Grant Call** targeted at growth-stage startups (TRL 7–9) developing scalable, proprietary agrifood innovations for human consumption is inviting applications until February 2026. Three winners will be awarded up to S\$1M each (S\$500K from the Bezos Earth Fund and S\$500K from Enterprise Singapore), disbursed over 30 months against agreed milestones. Recipients are required to incorporate in Singapore, with an equity component attached to the Enterprise Singapore portion of the grant.

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 Sustainability and the Environment (MSE), is responsible for all food-related regulations in the country.

Food law

The SFA was established and given powers vide [the Singapore Food Agency Act 2019 \(SFA Act\)](#). Under the SFA Act and the [Sale of Food Act 1973](#), detailed information is provided 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](#) contains 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.

