



# Singapore



## MARKET SNAPSHOT | BEEF & SHEEPMEAT



### EXPORTS

Highest unit value market in SEA



### CONSUMERS

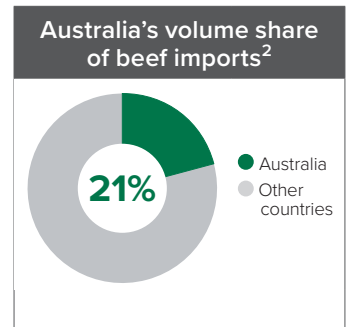
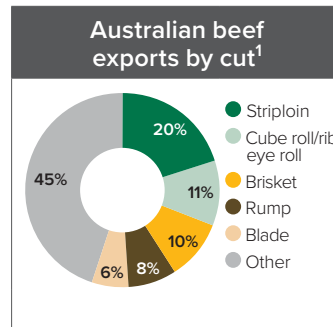
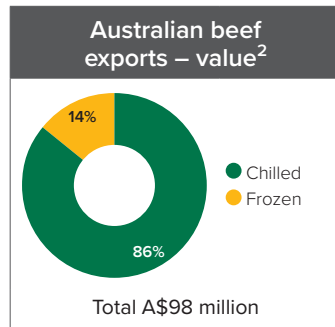
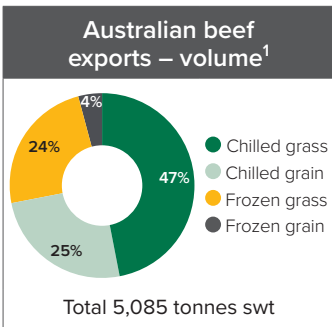
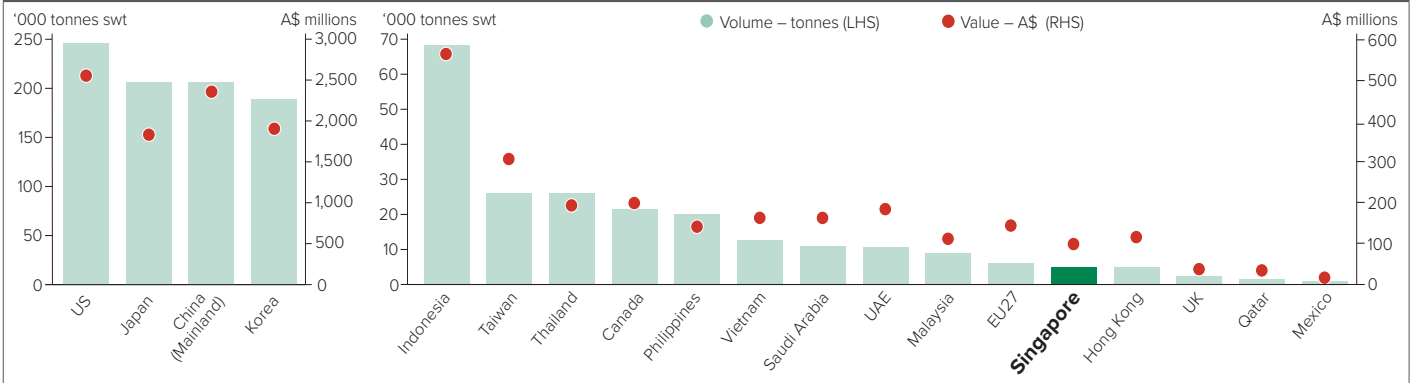
High proportion of affluent consumers and mix of international tourists



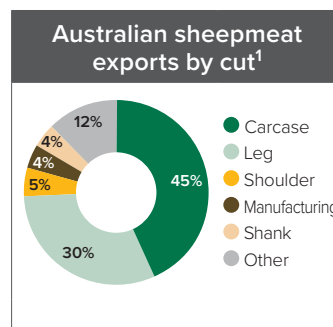
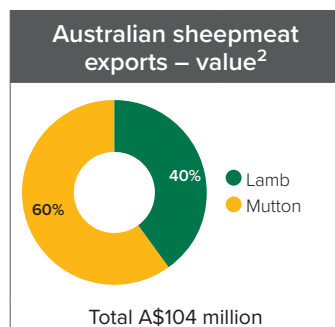
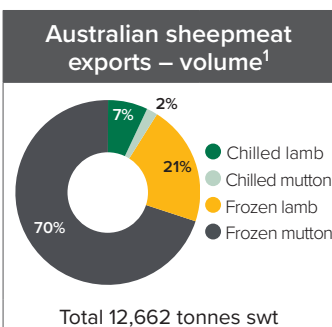
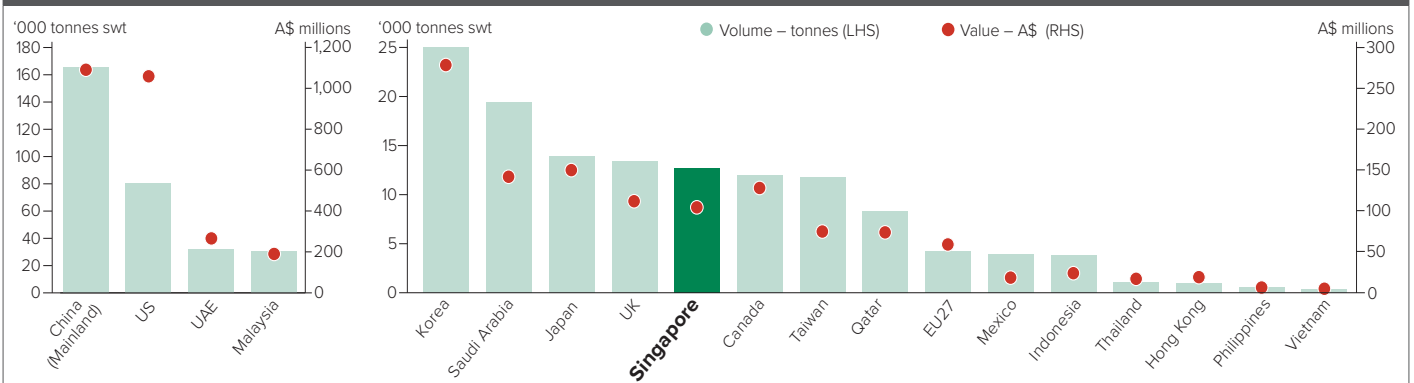
### GROWTH

Well-established retail and foodservice with diverse food culture

### Australian beef exports to Singapore in a global context<sup>1 and 2</sup>



### Australian sheepmeat exports to Singapore in a global context<sup>1 and 2</sup>



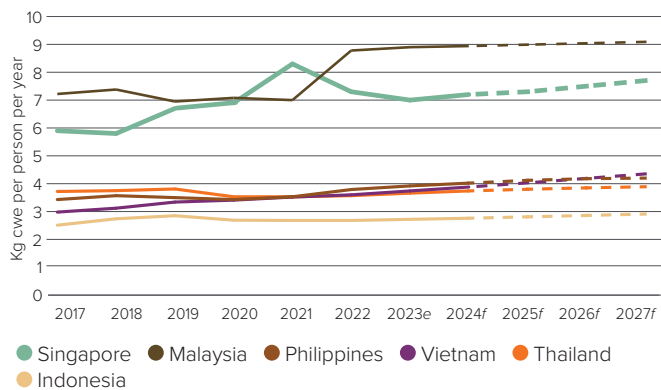
Data source for charts: <sup>1</sup>DAFF (CY2023), <sup>2</sup>S&P Global MI Global Trade Atlas (GTA) (MAT Nov 2023)

## CONSUMERS



- Singaporeans have the highest average grocery and restaurant spending power in South-East Asia with 93% of households classified as affluent (earning US\$35,000+ disposable income p.a.) (Source: Fitch Solutions). They have the highest and fastest-growing meat (includes beef, sheepmeat, pork, poultry and fish) consumption rates in the region (Source: GIRA).

### Singapore has the highest per capita beef consumption in South-East Asia



Source: Fitch Solutions, GIRA

- Beef is particularly popular with younger consumers, with the highest weekly frequency of beef meals seen in households with children (Source: MLA Global Tracker, 2022), pointing to future consumption demand growth.

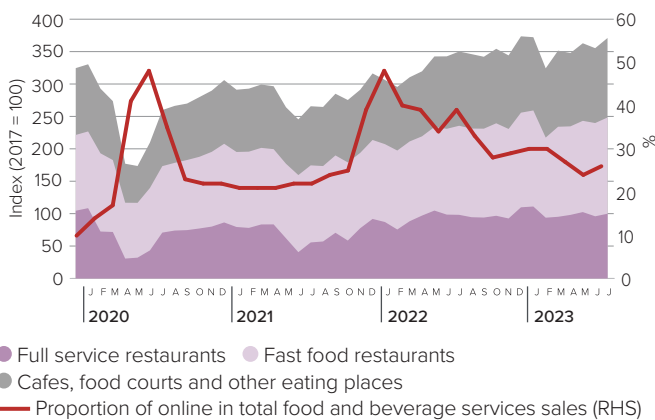
- Singapore consumers consider beef the most superior and delicious meat, making it worth paying more for than other animal proteins. However, beef is also seen as less versatile and less easy to purchase and prepare compared to chicken and pork (Source: MLA Global Consumer Tracker Singapore, 2022).
- Australian beef occupies the strongest position in consumers' minds, with the highest level of awareness of all beef suppliers available in the market. Singaporeans see Australian beef as the most suitable for everyday consumption because it is easy and convenient to purchase, offers a versatile range of cuts and has a positive perception of being safe, fresh and high quality. Meanwhile, Japanese beef is considered the most superior beef for its high marbling, tenderness and superior quality which makes it suitable for special occasions (Source: MLA Global Consumer Tracker Singapore, 2022).
- Rising living costs are influencing Singaporeans' purchases, making them more cautious about discretionary spending and seeking out stronger value-for-money propositions in food items and meals. Demand for Australian beef remains strong due to it being perceived as high quality and accessible.
- Singaporeans are placing greater importance on personal and family health and wellness by emphasising simplicity and promoting healthier lifestyles. 'Trustworthy' and 'risk-free' are among the most sought-after food product attributes. Australian beef is well-positioned to address Singaporean concerns as one of the most trusted suppliers of beef (Source: MLA Global Consumer Tracker Singapore, 2022).

## FOODSERVICE



- Singapore has a lucrative, highly-developed and competitive foodservice sector, supported by the high disposable incomes of local consumers and large numbers of international tourist visitors. Every sector within this channel has experienced sustained sales growth, demonstrating its robust and dynamic nature.

### Singapore foodservice sales

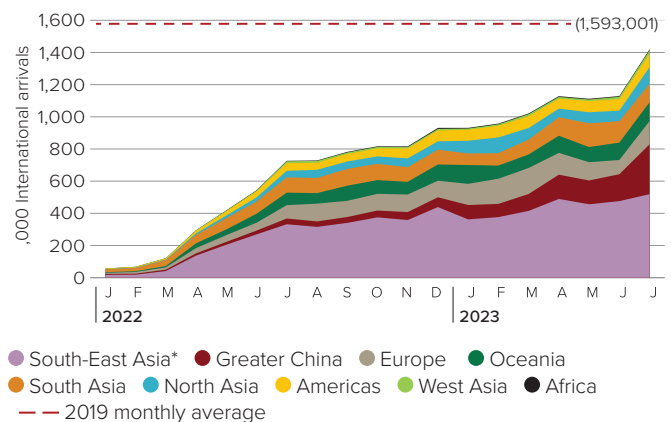


Source: Singapore Department of Statistics

- Singapore, renowned for its cutting-edge and diverse food trends, is considered a food leader in South-East Asia. Foodservice businesses frequently experiment with new food concepts in this vibrant culinary hub.

- In Singapore, as elsewhere, online meal ordering has seen a surge in adoption, facilitated by the island's high level of connectivity. Despite recovery of on-premises dining, the sustained high adoption of online services suggests a long-term shift in consumer preferences, presenting new growth opportunities for red meat meals.

### International arrivals to Singapore by regional origin



Source: Singapore Department of Statistics. \* excludes arrivals of Malaysians by land

- Singapore is a popular global tourist destination, receiving just over 19 million arrivals in 2019, more than triple the local population and hence a major contributor to restaurant sales. International arrivals are recovering rapidly, with Chinese tourism (Singapore's top source of tourists) playing a pivotal role in approaching the average monthly inbound tourist numbers from 2019.



- With the world's second highest population density and its 100% urban status, Singapore has a well-established and highly consolidated grocery retail market. Modern retail accounts for approximately 80% of the sector and is dominated by three players: NTUC FairPrice, DFI and Sheng Siong. However, companies with smaller market share such as Red Mart, Lazada, Don Don Donki and Hao Mart are forecast to see quicker expansion out to 2027 (Source: IGD).
- Supermarkets dominate the modern retail space accounting for more than half of total grocery retail sales (Source: IGD). This is reflected in beef purchasing, with 71% of Singaporeans buying beef at least once a month from supermarkets, followed by 40% at hypermarkets (Source: Global Consumer Tracker, Singapore 2022).

### What Singapore consumers look at when identifying high quality and when purchasing beef

Top elements Singapore beef shoppers look for on-pack	Cues Singapore consumers use to identify high quality beef at retail
Colour of the meat	The beef is an appealing color
Date packed	The fat is marbled throughout the meat
Freshness	The beef is from a particular country
Country of origin	The beef is lean
100% all natural	A particular breed of cow

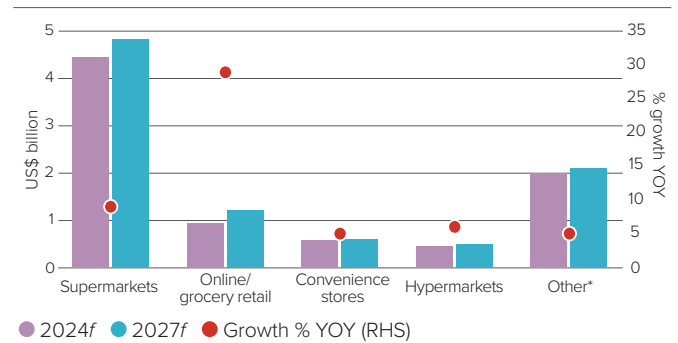
Source: MLA Global Consumer Tracker, Singapore 2022

- With growing consumer interest in healthy eating and increased association of food with general wellbeing, many

retailers are expanding health-related offerings such as organic and natural items, presenting opportunities to communicate the health benefits of beef.

- Significant investment by Alibaba Group (Lazada and Red Market) and digitalisation of physical stores, combined with a preference, especially among Millennials and Gen Z, for online shopping, have driven rapid growth of e-commerce. It has become the second largest modern grocery retail channel since 2021 and the fastest growing (Source: IGD). Although adoption of online for fresh grocery and meat purchasing lags behind other categories, in 2022, 40% of shoppers had bought beef online (Source: MLA Global Consumer Tracker, Singapore 2022).
- There has been a trend in retail, exemplified by Don Don Donki, to incorporate in-store dining and expanded food-to-go options. Helping Singaporeans cook beef more easily is important to address perceptions that beef is less versatile and harder to prepare and cook than other proteins.

### Grocery retail sales by channel forecast



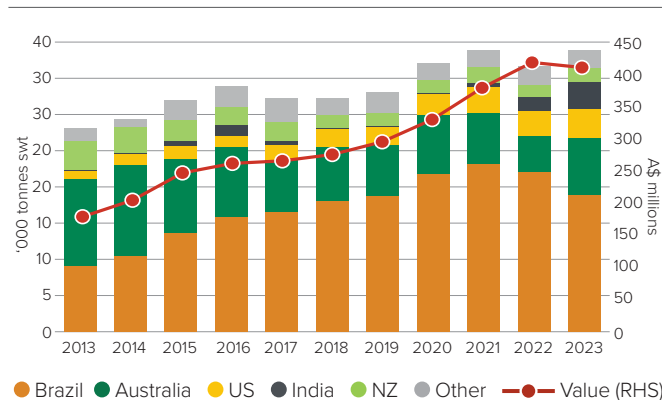
Source: IGD. \*Other includes traditional channels

# COMPETITIVE LANDSCAPE



- As Singapore has virtually no domestic beef production, it does not apply tariffs or quotas on beef imports. Australia, Brazil, the US, India and New Zealand are the largest suppliers.
- Singapore is a sizable beef import market which has grown steadily in recent years, underpinned by an expanding retail and foodservice sector and the increased popularity of beef. In the 12 month ending in September 2023, imports continued to register record-high volumes and value, exceeding 38,000 tonnes swt valued at A\$414 million.
- Brazilian beef dominates the market with its boneless frozen product, mostly utilised in the lower to mid-tier foodservice sector, with an import volume share of 50% but a value share of only 33% in the 12 month ending in September 2023.

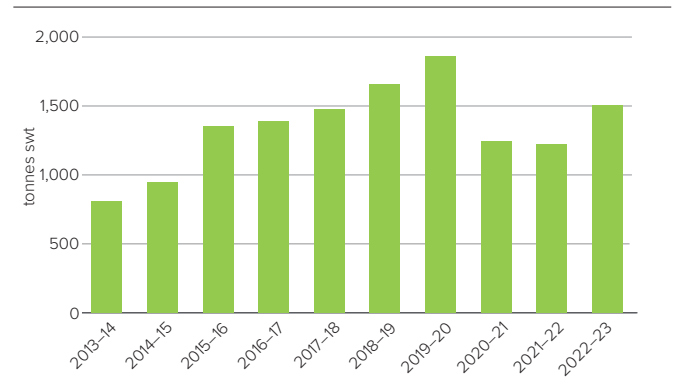
### Singapore beef imports by major supplier\*



Source: S&P Global MI Global Trade Atlas (GTA). \*MAT year ending September

- In the 12 month ending in September 2023, Australia was the second largest beef supplier accounting for 20% of total import volume and 23% of import value. Australia is the leading supplier of chilled beef products, with a volume share of about 60% of that segment. Demand for chilled beef peaked in 2020–21 when Singaporeans did more home cooking during lockdowns. As restrictions eased, demand for chilled beef softened as Singaporeans returned to eating out, increasing demand for frozen product.
- The foodservice expansion and increasing influence of Japanese and Korean cuisines have driven demand for highly marbled beef. Australian grainfed returned to growth in 2022–23 after the demand disruption in 2020.

### Australian grainfed beef exports to Singapore



Source: DAFF, Australian Fiscal Year



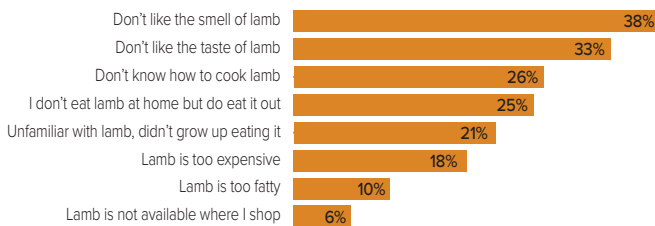
# Sheepmeat

## CONSUMERS



- Singapore boasts the highest sheepmeat per capita consumption in South-East Asia at 3.1kg per person annually (Source: GIRA, 2023). Although sheepmeat is not a staple in most Singaporeans' daily diets, it is favored by segments of Singapore's diverse population, including Chinese, Malays, Indians, and other minority groups, as well as expats and tourist visitors.
- Similar to beef, lamb is seen as a niche, superior protein which consumers feel is worth paying more for (Source: MLA Global Consumer Tracker Singapore, 2022).
- Retail is the largest channel for Australian sheepmeat in the market. Providing recipe ideas and preparation tips will help consumers overcome some of the barriers to buying lamb, with many unfamiliar with how to cook it (Source: MLA Global Consumer Tracker Singapore, 2022). Additionally, the foodservice channel plays a key role, as consumers tend to become more open to cooking sheepmeat at home after having enjoyed it at restaurants.
- Affluent younger consumers aged under 35 tend to enjoy lamb more often, both at home and when dining out, compared to older groups, indicating a positive future consumption outlook.

### Reasons Singaporeans have not purchased lamb



● Singapore average

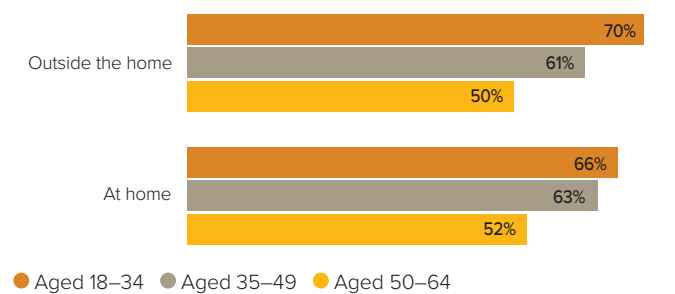
Source: MLA Global Consumer Tracker Singapore, 2022

### Top five associations to grow volume and value

Top five associations to grow volume	Top five associations to grow value
1 Consistent quality standards	1 Consistent quality standards
2 The meat is usually tender	2 Is the most superior lamb
3 Is the most superior lamb	3 The meat is usually tender
4 Is my family's favourite	4 Guaranteed safe to eat
5 Offers a variety of cuts	5 Is my family's favourite

Source: MLA Global Consumer Tracker, Singapore 2022

### Lamb consumption by location and age



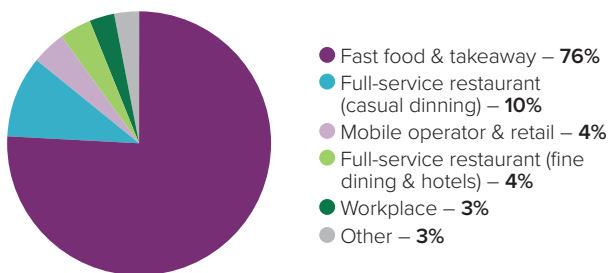
Source: MLA Global Consumer Tracker Singapore, 2022

## FOODSERVICE



- Foodservices is a key sales channel for Australian sheepmeat exports to Singapore. With around a quarter of diners reporting an average weekly spend of over A\$30 on lamb meals eaten out, there may be further opportunities to develop lamb items on menu (Source: MLA Global Tracker Singapore, 2022).
- Australian lamb features on menus across a range of restaurant types in Singapore, from street stall satays and kebabs, hotpots, grills and casual outlet Indian curries and to fine dining roasts.

### Lamb sales in Singapore foodservice by channel



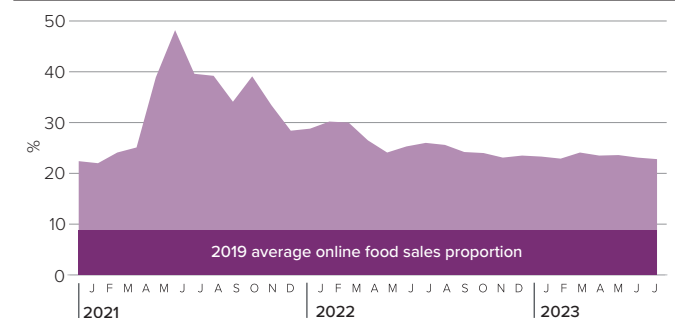
Source: GlobalData, 2023f

- Singapore is recognised as a culinary leader in South-East Asia, celebrated for its innovative and varied food trends and notable fine dining segment. The country has 55 Michelin star restaurants so far in 2023 and a large number of five-star

hotels, presenting opportunities for premium Australian lamb to feature on menus.

- Total sales of full-service restaurants offering Middle-Eastern and Indian cuisines and steakhouses and grills combined represent around 7% of the sector and are a natural home for Australian lamb products (Source: GlobalData). Further, the popular Chinese and Japanese cuisines have been including more lamb in their menus.
- Foodservices experienced a shift in diner preference towards takeaway meals and online platforms. The proportion of online sales stabilised above 20% of total foodservice sales, significantly higher than the 2019 pre-pandemic average of about 9% (Source: Singapore Department of Statistics).

### Proportion of online sales in the foodservice sector



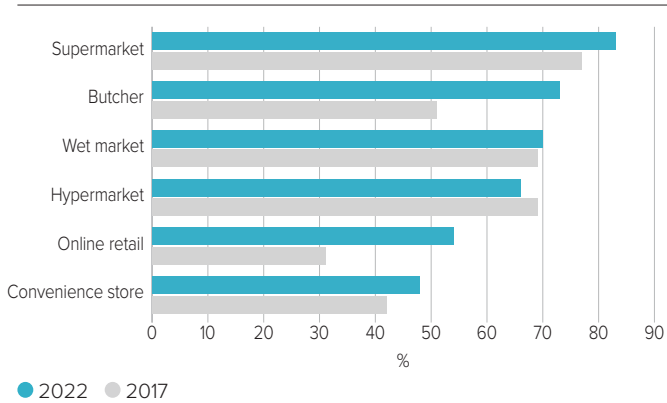
Source: Singapore Department of Statistics





- Singaporeans purchase sheepmeat from multiple avenues, from modern retail stores to wet markets. Compared to beef, wet markets are a more common channel for buying Australian sheepmeat, however, supermarkets are still the main purchase channel. Butcher shops are the second largest channel for lamb for shoppers seeking special products and cuts.

### Channels for lamb purchasing



Source: MLA Global Consumer Tracker Singapore, 2022  
Base = lamb buyers who purchase at least monthly from these channels

- Singapore is a highly connected society, and consumer preference for the convenience of online shopping extends to lamb purchases. The percentage of lamb shoppers who bought product online rose from 46% in 2017 to 71% in 2022, making it the fifth largest channel (Source: MLA Global Consumer Tracker Singapore, 2022).

- Despite Singaporeans' affluence, the high cost of living remains a significant concern. However, lamb is considered a superior meat that consumers are willing to pay more for on special occasions, especially Australian lamb, which is considered a family favourite (Source: MLA Global Consumer Tracker Singapore, 2022).



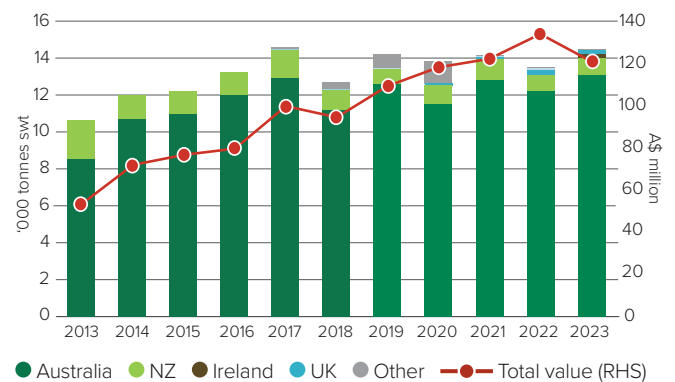
Air fryer lamb cutlets

# COMPETITIVE LANDSCAPE



- In the 12 month ending in September 2023, Singapore imported the second highest sheepmeat volume of 14,459 tonnes swt valued at A\$121 million, indicating growing demand for this niche protein. About 10% of total imports are chilled, with Australia the leading supplier accounting for 93% (Source: S&P Global MI Global Trade Atlas (GTA)).
- Australia is the largest supplier of sheepmeat to Singapore, with a market share of 90% in the 12 month ending in September 2023, with New Zealand in distant second place with a 7% share. Ireland, Italy and the UK have supplied small volumes of lower priced product in recent years.

### Singapore sheepmeat imports by supplier\*



Source: S&P Global MI Global Trade Atlas (GTA), \*MAT year ending September





## Market access overview – beef

Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
ASEAN-Australia New Zealand Free Trade Agreement ( <b>AANZFTA</b> )  Comprehensive and Progressive Agreement for Trans-Pacific Partnership ( <b>CPTPP</b> )  Singapore-Australia Free Trade Agreement ( <b>SAFTA</b> )	<b>Under AANZFTA:</b> 0% for all product lines	<b>New Zealand:</b> Same conditions as Australia  <b>US, Argentina, Brazil and Japan:</b> Tariff 0%	Zero	No major hurdles

Best access  Major challenges

Source: Trade agreements, DFAT



## Market access overview – sheepmeat

Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
ASEAN-Australia New Zealand Free Trade Agreement ( <b>AANZFTA</b> )  Comprehensive and Progressive Agreement for Trans-Pacific Partnership ( <b>CPTPP</b> )  Singapore-Australia Free Trade Agreement ( <b>SAFTA</b> )	<b>Under AANZFTA:</b> 0% for all product lines	<b>New Zealand:</b> Same conditions as Australia  <b>Italy and Ireland:</b> Tariff 0%	Zero	No major hurdles

Best access  Major challenges

Source: Trade agreements, DFAT



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