

August 2026

U.S. Agricultural Export Opportunities in Singapore

Executive Summary

Singapore's thriving, trade-centered economy and multicultural, urban population create a strong market for imported agricultural products, with U.S. exporters finding opportunities in premium, health-focused, and convenience foods such as fruits, processed foods, poultry, beef, dairy, tree nuts, and pet food. While the United States benefits from duty-free access from the U.S.-Singapore Free Trade Agreement (FTA), competition is intense due to Singapore's supplier diversification and nearly 30 FTAs. Success for U.S. suppliers depends on meeting Singapore's import and regulatory requirements, partnering with experienced local importers and distributors, and offering products that align with consumer demand, market trends and challenges, quality, safety, convenience, health, sustainability, and innovation.

Macroeconomic Outlook

Singapore is a high-income, trade-focused economy and a regional hub for finance, logistics, aviation, maritime, and food distribution. Singapore has a highly developed retail grocery market that supports demand for imported agricultural products. According to the World Bank Group, Singapore's gross domestic product per capita was \$98,814, with an annual growth rate of 5 percent in 2025. Due to limited land and natural resources, imports will remain central to the food supply even as the government encourages local production and supply chain diversification.

Economic conditions favor high-value products; consumers are value-conscious but willing to spend on quality, health, convenience, and experiences. Premium and mainstream markets overlap; affluent consumers want unique products, while supermarkets and e-commerce focus on price competition. U.S. exporters can address both segments through premium branded products, food service packs, private-label partnerships, and products reflecting Asian preparation styles and package sizes.

Demographics

In 2025, Singapore's population reached 6.1 million. The country is characterized by complete urbanization¹, a multicultural society, advanced digital connectivity, and widespread familiarity

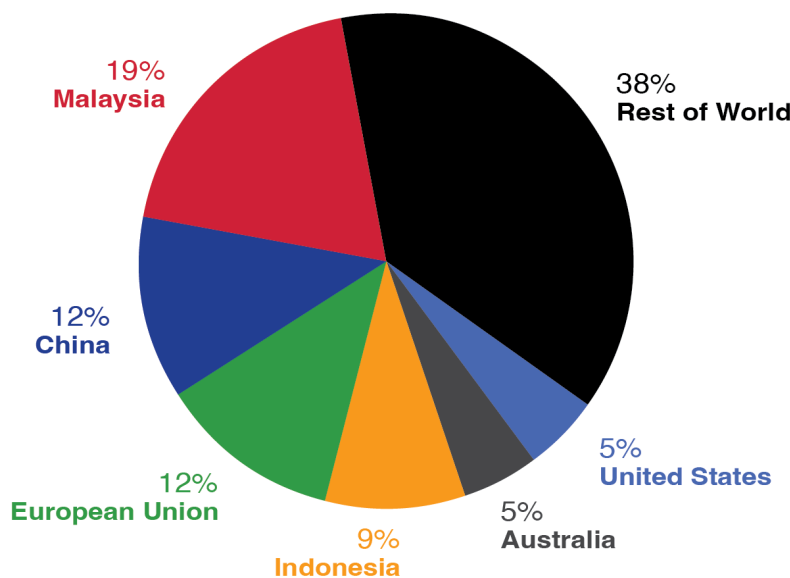
¹ World Bank Group

with international cuisine. It has a low unemployment rate of 1.9 percent and a well-educated workforce. Chinese, Malay, Indian, Western, and other culinary traditions coexist, creating demand for a broad range of meats, fruits, dairy products, snacks, ingredients, and convenience foods. Smaller households and busy lifestyles are the norm as 64 percent of women are participating in the labor force², which favor portioned, ready-to-cook, ready-to-eat, resealable, or rapid-delivery products. Singapore's aging population is also contributing to demand for nutritious, convenient meal solutions, dairy products, and functional foods.

Health and wellness trends continue to be prevalent as consumers increasingly seek functional foods and beverages; natural, organic, vitamin- and mineral-rich, low-sugar, and clean-label products; gut health and probiotic products; and healthy aging solutions.³ These preferences support opportunities for fresh fruit, nuts, dried fruit without added sugar, high-protein dairy, premium pet nutrition, and processed foods with clear functional or convenience benefits.⁴

Singapore's Agricultural Trade Overview

Chart 1: Singapore's Agricultural Suppliers in 2025



Source: Trade Data Monitor, LLC

² World Bank Group

³ Euromonitor

⁴ GAIN report, Export Guide Annual, [SN2026-0002](#), July 3, 2026.

The United States is the sixth-largest supplier to Singapore, with a market share of 5 percent. Malaysia, China, and the European Union (EU) were the top three suppliers to Singapore, with market shares of 19 percent, 12 percent, and 12 percent, respectively, in 2025. Singapore sources food from a large and diversified group of countries, including more than 180 countries and regions. Supplier diversification is a core food-security strategy that creates opportunities for U.S. suppliers but also maintains strong competition.

Potential U.S. Agricultural Products to Singapore

Singapore's dynamic and diverse consumer market offers significant opportunities for U.S. agricultural products. Key U.S. agricultural products that show potential in the Singaporean market are processed products, dairy products, beef and beef products, fresh fruit, tree nuts, pet food, and poultry meat and eggs.

Processed Products

Singapore's processed food market is broad and highly competitive. Singapore imported \$695 million worth of bakery, cereals, and pasta products in 2025, with a U.S. market share of 5 percent. The United States exported \$17.5 million worth of bakery, cereals, and pasta to Singapore in 2025. U.S. processed fruit exports to Singapore were \$8.4 million in 2025, with a market share of 7 percent. Processed vegetable exports from the United States to Singapore were \$32.5 million in 2025, with a market share of 12 percent. Demand continues to grow for innovative, premium, and convenient processed food products, including breakfast cereals, healthy snacks, and other products that offer functional and wellness benefits. The United States competes best in innovative, branded, premium, health-oriented, and convenience products rather than basic, low-cost foods.

Dairy Products

U.S. dairy product exports to Singapore were \$95.3 million in 2025 (32 percent higher than in 2024). The United States is the fifth-largest supplier of dairy products, with a market share of 8 percent, following the EU, New Zealand, Australia, and Thailand. Opportunities include cheese, whey, skim and whole milk powders, butter, lactose, ice cream, yogurt ingredients, protein products, and other dairy ingredients for retail, food service, bakery, beverage, and manufacturing uses.

Beef and Beef Products

U.S. beef and beef product exports to Singapore were \$46.4 million in 2025, with a market share of 13 percent. Importers value premium U.S. grain-fed beef for marbling, tenderness, consistent specifications, and performance in steakhouses, hotels, Korean and Japanese barbecue restaurants, premium supermarkets, and online meat retailers.

Australia and Brazil are Singapore's primary beef suppliers. Australia benefits from its geographical proximity, which enables shipments of chilled product, extensive product variety (including halal), and well-established trade connections. Brazil's strong market presence in the frozen beef segment stems largely from its price competitiveness. New Zealand also maintains a market presence, and Japanese beef leads in a limited ultra-premium category.

U.S. suppliers could grow in this sector by providing a combination of high-value rib, loin, and sirloin cuts and portion-controlled offerings.

Fresh Fruit

U.S. fresh fruit exports to Singapore were \$36.4 million in 2025 (6 percent higher than in 2024), with a market share of 6 percent. The strongest U.S. opportunities are in premium and seasonal products, such as cherries, grapes, apples, oranges, mandarins, peaches, nectarines, strawberries, and other berries. Retail promotions, gifting periods, holiday demand, and food service use can produce sharp seasonal peaks. The United States is the fourth-largest supplier of fresh fruit to Singapore, following China, Malaysia, and Australia.

Tree Nuts

U.S. tree nut exports to Singapore in 2025 were \$31 million (47 percent higher than in 2024), with a market share of 17 percent. Tree nuts benefit from Singapore's health-and-wellness trend and the demand for convenient snacks, bakery ingredients, breakfast foods, confectionery inputs, and gifting products. The strongest-performing U.S. products in this sector include almonds, pistachios, walnuts, and pecans.

Pet Food

U.S. pet food exports to Singapore were \$21 million in 2025 (14 percent higher than in 2024), with a market share of 18 percent. The United States is the second-largest supplier of pet food to Singapore, following Thailand. Singapore's pet food market benefits from rising pet ownership and the treatment of pets as family members. Demand is concentrated in dog and cat food, with growth in premium dry and wet foods, freeze-dried products, and functional treats. Online platforms and specialty retailers are important channels for pet food.

Poultry Meat and Eggs

U.S. exports of poultry meat (excluding eggs) to Singapore were \$17.5 million in 2025, accounting for approximately 3 percent of the market. The United States ranked as Singapore's fifth-largest supplier of poultry meat, following Brazil, Thailand, China, and Malaysia.

Malaysia supplies nearly all of Singapore's live poultry imports due to its geographic proximity, while the United States primarily exports frozen poultry cuts and further-processed products serving both the food service and retail sectors. U.S. suppliers face strong competition from

Brazil due to price differentials, higher transportation costs associated with shipping products from the United States to Singapore, and periodic import restrictions associated with highly pathogenic avian influenza. Nevertheless, U.S. poultry exports retain growth potential because of their strong reputation for quality, food safety, and reliable supply.

U.S. exports of eggs and egg products totaled \$652,000 in 2025. Following Singapore's approval of revised import requirements for U.S. shell eggs, the United States regained market access for shell eggs in January 2026, creating new opportunities for U.S. exporters to supply Singapore's diversified egg market.

Trade Policy

The U.S.-Singapore FTA provides duty-free treatment for all U.S. agricultural products. Market access is generally transparent, although animal products, meat, poultry, eggs, high-risk seafood, pet food, and certain processed foods must comply with the Singapore Food Agency's import requirements, including establishment approval where applicable, veterinary health certification, labeling requirements, and import permits. Exporters should work closely with established local importers and distributors before shipping.

Singapore has established a network of 15 bilateral and 12 regional FTAs. These agreements include those with Australia, China, Costa Rica, India, Japan, Jordan, New Zealand, the Republic of Korea (South Korea), Panama, Peru, Sri Lanka, the EU, the United Kingdom, and Türkiye, in addition to its participation in the Regional Comprehensive Economic Partnership, Comprehensive and Progressive Agreement for Trans-Pacific Partnership, and Association of Southeast Asian Nations FTAs. Among these, the U.S.-Singapore FTA stands out as the oldest U.S. FTA in Asia.

Conclusion

Singapore will continue to be one of Southeast Asia's most attractive export markets for U.S. agricultural products due to its high purchasing power, open and rules-based trading environment, transparent regulatory system, and heavy reliance on imported food. Although competition from regional and global suppliers is intense, U.S. exporters remain strong in premium, innovative, and value-added food products by leveraging duty-free access from the U.S.-Singapore FTA, working closely with experienced local importers and distributors, and responding to evolving consumer preferences for health, convenience, premium quality, and sustainability.

Prepared by: Hidee El Rai
Hidee.El-Rai@usda.gov