

Market Fact Sheet

Singapore

Updated: January 2019

General Information

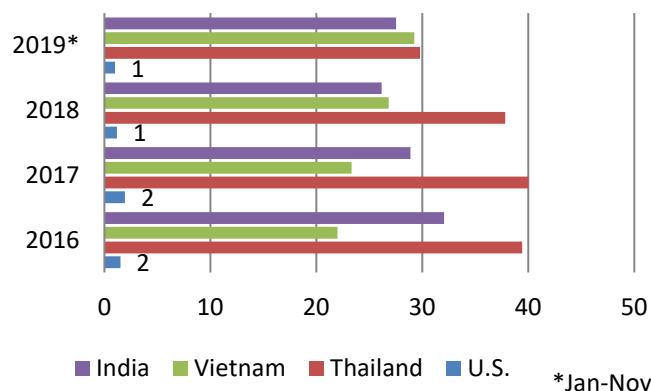
Population: 6 million

Population Growth Rate: 1.79% per annum

Per Capita Table Rice Consumption: 121 lbs.



Market Share of Singapore's Imports (%)



Rice Trade Data (MT)

	2019*	2018	2017	2016
U.S. Exports	2,999	3,436	6,298	4,849
<small>Data Source: USDA GATS</small>				
Total Imports	291,699	288,022	324,023	318,573
<small>Data Source: USDA Global Trade Atlas</small>				

*Jan-Nov

U.S. Rice Imports (2019): Type and Form
99% MG milled; 1% mixed brown rice

USA Rice Federation Budget (USD)	2018-2019
FAS Funds: ATP	120,000
Industry Funds	
Total Budget Expenditure	120,000

Market Conditions

- There are no tariffs or quantitative/qualitative restrictions imposed on rice imports.
- Singapore is a developed, high-income market that produces no rice.
- Per capita table rice consumption is static.
- Most consumer packages of rice are vacuum packed.
- 60% of Singaporean food expenditures is for food eaten outside the home
- USA Rice had a promotions program in Singapore until 2011 which was halted due to budget constraints.

Goals in this Market: Increase the quality image of U.S. rice and increase the U.S. share of rice imports.

Marketing Related Issues:

1. Constraints

- U.S. rice is still relatively unknown in the market.
- There is a preference for basmati and long grain rice in the market with strong competition from India, Thailand and Vietnam.
- The growth of Japanese cuisine, especially sushi, represents an opportunity for japonica rice from the U.S.

2. Primary Target Group

Importers, foodservice and foodservice suppliers, and to lesser extent consumers and retailers.

3. Strategy

Educate the importers, foodservice distributors/operators and consumers about the quality of U.S. rice.

4. Activities

Trade servicing, introductory food events, promotional material distribution, radio, internet advertising, menu presentations to the foodservice industry.

Major change(s) from last year going into this year's UES

1. Commence a social media program, as a cost effective way to influence foodservice operators and reach consumers.
2. Exhibit at Food and Hotel Asia (FHA) trade show