



Fruit and vegetables to Singapore.

Trends and opportunities

The market

Fresh tropical fruits are consumed in far larger quantities than fresh temperate fruits (excluding apples, pears and oranges). These tropical and exotic fruits include:

- ✍ papaya (or paw paw)
- ✍ watermelon
- ✍ durian
- ✍ bananas
- ✍ pineapple
- ✍ rambutans
- ✍ mangoes

These tropical fruits are popular with Singaporeans because they are part of the local food culture and well-known to local consumers. They are readily available and cheaper than fresh temperate fruits.

Most Singaporean consumers are careful when buying non-traditional products, eg. fresh temperate fruits, which are relatively expensive when compared to local fresh tropical fruits. The three most important buying criteria are quality, price and taste/texture.

A number of challenges exist for suppliers of fresh temperate fruits to Singapore. Fruits deteriorate rapidly in Singapore's heat and humidity; therefore proper handling of these fruits is very important to ensure their marketability in a quality-conscious market. In addition, badly bruised and pockmarked fruits are common in some of the major supermarkets due to poor handling during display and consumer damage (eg. customers check fruits for ripeness and freshness). The damaged fruits are normally re-packed in bags and sold at a discounted price.

Opportunities

Singapore imports virtually all its fruit and vegetables. Australia's proximity has ensured that Australia is seen as a natural supplier, but success will depend on quality produce and the level of service from exporters. Australia's ability to supply during the northern hemisphere's off-season is seen as an advantage.

The following are some of the fresh temperate fruits exported to Singapore:

- ✍ apples
- ✍ pears
- ✍ oranges
- ✍ stone fruits (avocados, apricots, peaches)
- ✍ cherries
- ✍ strawberries
- ✍ raspberries
- ✍ blueberries

Some temperate fruits (eg. apples and pears) exported to Singapore are also re-exported to neighbouring countries such as Malaysia, Thailand and Brunei Darussalam.

Competitive environment

Competition in the market for fresh temperate fruits is driven by:

- ✍ Being in the market early and creating surpluses so that other distributors are not able to import more fruits in a limited market size

- ≠ Quality, appearance, freshness and taste/flavour
- ≠ Competitive retail price
- ≠ Educating the consumers on buying/eating practices, preparation and cooking methods
- ≠ In-store promotions where country promotions are associated with price discounts (the supply of fresh temperate fruits is often linked to the promotional activities of the producing nation's organisations) – USA, NZ and Australia have organised extensive series of in-store promotions over the past few years

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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