

FOOD FORWARD TRENDS REPORT SINGAPORE 2014

A country's food culture – from health standards to trendy foodies or social sharing – can be seen as a litmus test to the diversity of that nation. Certainly it is food culture that has largely shaped civilisations and will no doubt continue to be a measure of both living standards and social trends for generations to come.

As a global public relations agency, Weber Shandwick considers it our mission to be at the forefront of trends that engage others, not only in the communications sector but in each industry that we work. And food trends are no different.

Our Food Forward Trends Report 2014 draws on insights from food experts across the country and from a survey of more than 750 adult Singaporean consumers representative of the country's population. The survey was conducted by Weber Shandwick, with support from research company Qualtrics, to predict the biggest trends for the year ahead.



TREND 01 Preference and pride will keep palates local

Consumer responses suggest that local, authentic food is here to stay in Singapore.

Where do you most commonly eat food when you're not at home?



“*Hawker centres are here to stay, although they will continue to evolve in terms of authenticity.*”

Celine Asril
Food Editor
HungryGoWhere

Is hawker food sustainable in Singapore?



Do you shop at specialty supermarkets for foreigners?



TREND 02 Busy life, eating rife

With dining out on the increase, concerns about obesity are growing too

“*Singaporeans are eating out more often, eating larger quantities and eating more frequently. The widespread use of unhealthier oils also contributes to this problem.*”

Gladys Wong
Chief Dietician
Khoo Teck Puat Hospital

Have you eaten out in restaurants and on-the-go more often this past year than in the previous two years?



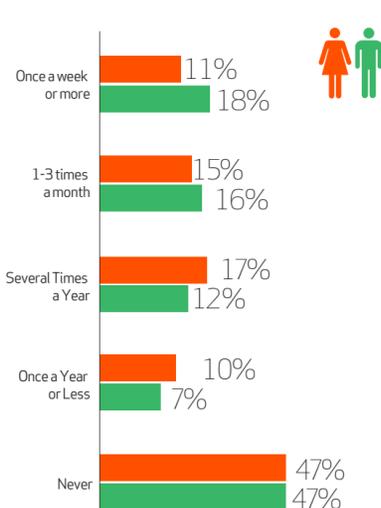
Do you feel obesity is becoming a growing problem in Singapore?



TREND 03 The gap between technology and food continues to shrink

Experts predict that technology will make waves in the culinary scene over the coming year, through R&D, hardware innovation and online

How often do you purchase food or drinks online?



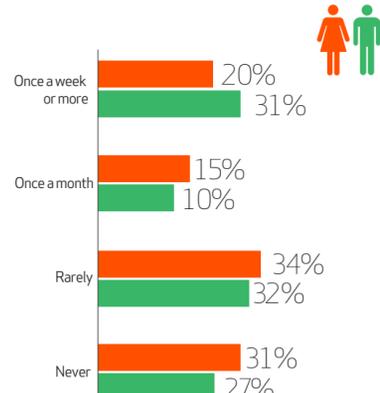
“*Growing populations, combined with climate change, are expected to cause food shortages and potential food safety issues in the future. It is expected that food evolution will be in the area of food technology.*”

Tessa Riandini
Food Technologist
Republic Polytechnic

Would you be comfortable eating meat grown in a laboratory?



How often do you post about your food experiences on social media?



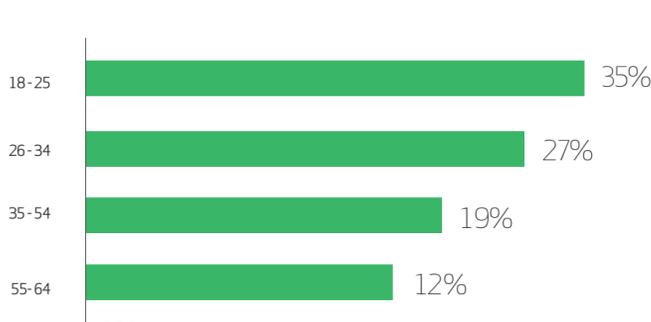
TREND 04 Moving away from celebrity hype

Consumer responses indicate that Singaporeans will remain unfazed by celebrity hype and international grading systems.

Are you more likely to buy a product or visit a restaurant that is endorsed by a celebrity chef?



Percentages of those more likely to buy a product or visit a restaurant that is endorsed by a celebrity chef, by age.



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