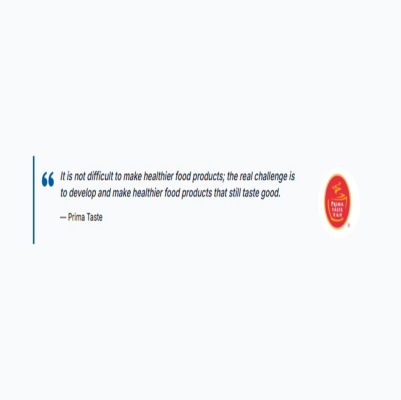


Healthier Choice Symbol Singapore: What The 2026 HPB Update Means When Shopping

Description

default watermark

Healthier Choice Symbol Singapore is still one of the simplest supermarket shortcuts if you are comparing packaged food quickly. HPB says the symbol appears on about 4,000 products across more than 100 categories, from beverages and breakfast cereals to sauces and convenience meals.

The point is not that every labelled item is automatically perfect for every diet. The label means the product is a healthier option within its product category, so it helps when you are choosing between similar items on the same shelf.

How To Use It In Real Life

Use the symbol as a first filter, then check the nutrition panel if the product is something you eat often. For example, a lower-sugar drink and a lower-sodium sauce solve different problems, and the right choice depends on your usual diet.

This is especially useful for family grocery runs, office pantry restocks and quick weeknight shopping when there is no time to study every label. It gives you a way to make a better default choice without turning the supermarket aisle into homework.



The label is meant to make supermarket comparison easier for everyday shoppers.

What Businesses Should Note

For food businesses, HPBâ??s page also explains that companies can apply to list products under the programme. That matters because healthier labels increasingly shape how products are positioned in supermarkets, vending machines and workplace wellness programmes.

Consumers should still read allergen, ingredient and serving-size information. The symbol helps with comparison, but it does not replace medical advice or personal dietary needs.

Official details: Health Promotion Board Healthier Choice Symbol.

For more Singapore guides, see our recent notes on career choices, family outings and technology changes.

Date Created
15/05/2026
Author
jadeyeo

default watermark