

Singapore Mānuka Retail Landscape Matrix

Buyer-side snapshot · 20 August 2026 · SELVEH

Use: compare visible channel, origin, grade, pack and listed price. Do not use: to infer market share, demand, sell-through or best-selling grade.

Retailer	Brand	Origin	Grade	Pack	Listed price	SGD/100 g	Availability at snapshot
FairPrice	Pure Origins	Australia	MGO 30+	500 g	S\$32.65	6.53	Add to cart
FairPrice	Pure Origins	Australia	MGO 100+	500 g	S\$44.95	8.99	Add to cart
FairPrice	Pure Origins	Australia	MGO 250+	500 g	S\$59.95	11.99	Add to cart
FairPrice	Pure Origins	Australia	MGO 400+	250 g	S\$59.95	23.98	Add to cart
FairPrice	Pure Origins	Australia	MGO 800+	250 g	S\$129.95	51.98	Add to cart
FairPrice	Pure Origins	Australia	MGO 1000+	250 g	S\$199.95	79.98	Add to cart
FairPrice	Hampson Honey	Australia	MGO 30+	400 g	S\$25.90	6.48	Add to cart
FairPrice	Hampson Honey	Australia	MGO 60+	450 g	S\$38.90	8.64	Add to cart
Cold Storage	Mother Earth	New Zealand	MGO 30+ multifloral	500 g	S\$21.15	4.23	Add to cart
Cold Storage	Mount Somers	New Zealand	UMF 5+	250 g	S\$13.30	5.32	Add to cart
Cold Storage	Mount Somers	New Zealand	UMF 10+	250 g	S\$23.15	9.26	Add to cart
Cold Storage	Egmont	New Zealand	UMF 10+	500 g	S\$55.00	11.00	Sold out at snapshot
Watsons	Manuka South	New Zealand	UMF 5+ / MGO 83	500 g	S\$29.90	5.98	Buy now; promo
Watsons	Manuka South	New Zealand	UMF 10+ / MGO 251	250 g	S\$28.90	11.56	Promo listing
Watsons	Manuka South	New Zealand	UMF 15+ / MGO 512	250 g	S\$40.90	16.36	Promo listing
Watsons	Manuka South	New Zealand	UMF 20+ / MGO 826	250 g	S\$74.90	29.96	Promo listing
Watsons	Manuka South	New Zealand	UMF 22+ / MGO 1000	250 g	S\$99.00	39.60	Promo listing
Watsons	Manuka South	New Zealand	UMF 24+ / MGO 1123	250 g	S\$149.00	59.60	Promo listing

How to interpret the snapshot

Observation	What it means for a buyer
Australian presence	FairPrice currently lists Australian-origin Pure Origins across MGO 30+ to 1000+ and Hampson Honey at MGO 30+ and 60+. This supports the observation that Australian Mānuka has visible mainstream-grocery shelf presence.
Pack-size pattern	Pure Origins uses 500 g at MGO 30+, 100+ and 250+, then 250 g at MGO 400+, 800+ and 1000+. Treat this as a current assortment pattern, not proof of the optimal pack size.
Price ladder	Normalised listed price rises sharply across the observed Pure Origins ladder: about S\$6.53/100 g at MGO 30+ to S\$79.98/100 g at MGO 1000+. Grade, brand, pack size and positioning are confounded; do not attribute the entire premium to MGO.
New Zealand reference set	Cold Storage and Watsons provide a broad New Zealand reference set across MGO/UMF grades. A new Australian offer therefore competes against established grading language and multiple price tiers.
Promotions	Several Watsons prices were promotional. Retail promotions can materially change the apparent price ladder, so this matrix should be re-snapshotted before a buyer meeting or launch decision.
Unknowns	The public shelf does not reveal sell-through, retailer margin, distributor margin, repeat purchase, best-selling grade, market share or buyer willingness to switch origin.

Recommended commercial use: use the matrix to frame importer interviews. Ask which grade/pack combinations are credible for the target channel, what retail margin and promotion support are expected, and what landed wholesale price must be achieved. Do not choose SKUs from shelf data alone.

Method: publicly accessible retailer listings checked 20 August 2026. Listed prices can change without notice and may include promotions. SGD/100 g = listed price ÷ pack grams × 100. Availability is a page-state observation only.