

Consumer Lifestyles in Singapore

Market Direction | 2022-08-23 | 79 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Singapore.

Euromonitor's Consumer Lifestyles in Singapore report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Overview market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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Consumer landscape in Singapore 2022

Life priorities

Fast pace of modern lives fuels search for more personal time

Generation Z most focused on their friends and time for favourite activities

Singapore citizens like to be unique and search for individualistic experiences

Image of success and uniqueness is more important to younger generations

Consumers in Singapore like to innovate

Millennials intensively research products before purchasing them

Home life

Study at home is less common among Singaporeans compared to global responses

Millennials and Generation X show higher rates of working from home

Reliance on public transport elevates the need for good transportation access

Eating habits

Generation Z Singaporeans are least likely to home cook a meal

Consumers in Singapore seek out low-priced yet healthy foods

Baby boomers are leading in eating a more flexitarian diet

Snacks are more common on weekends

Generation Z mealtimes vary more compared to other cohorts

Working life

Work-life balance is the main consideration for Singaporean workforce

All generations prefer a job that offers a strong work-life balance

High salaries come above job security for younger generations

Much higher expectations for flexible hours and work from home than global average

Millennials are more interested in the possibility to retire earlier

Leisure habits

Online socialisation remains important especially for Generation Z

Singaporeans frequently choose shopping as a leisure activity

Millennials and Generation X are the most eager to go shopping in spare time

Domestic and international trips are more popular among younger generations

Relaxation and nature are key travel priorities

Generation Z and baby boomers are most eager to spend their trips shopping

Health and wellness

High rates of taking vitamins and health supplements daily to boost health

Singaporeans walk and hike for exercise rather than engage in intensive physical activities

Running and jogging are popular exercise habits among Generation Z and millennials

Massage is a key stress reduction solution Singaporeans turn to

Millennials most active in using means like massage and meditation to reduce stress

Sustainable living

Over 60% of respondents are worried about climate change and try to have positive impact

Baby boomers are most active in trying to make an impact on the environment

Green behaviours in Singapore are higher than the global average

Using energy-efficient products is top of green activities across all generations

Singaporeans align themselves with brands that reflect their values

Generation Z is very active in sharing their opinion on social issues on media

Shopping habits

Singaporeans are more positive towards shopping malls than the average global consumer is

Millennials are most concerned about quality over quantity

Consumers rely on friends and family recommendations over social networks
Brand and company website information has more influence over baby boomers
The convenience and discounts of subscription services motivate Singaporeans
Generation Z look for convenience and discounts more than other cohorts
Singaporeans like to see and try before buying more than the global average
Baby boomers have more motivations to shop in-store
Consumers shop online to find best prices and enjoy free shipping
All generations are motivated by competitive prices and free delivery
Spending habits
Post-pandemic spending on health and wellness continues
Nearly half of consumers expect to increase saving over next 12 months
Technology
Privacy concerns foster low rates of sharing personal data online
More than half of millennial respondents prefer to communicate online
Ownership of smartphones and laptops higher than global average
High ownership rates of wireless earphones and headphones
Consumers are less likely to use online health-related or medical sites
Over half of Generation Z take part in online video gaming at least weekly

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