

## **Megatrends in Singapore**

Market Direction | 2022-08-23 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Singapore.

Euromonitor's Megatrends 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 Megatrends 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.

### **Table of Contents:**

Scope

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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The drivers shaping consumer behaviour  
Megatrends framework  
Businesses harness megatrends to renovate, innovate and disrupt  
Digital living  
McDonald's is getting its food to consumers in their homes  
Millennials are the most tech-savvy cohort  
Many Singaporeans actively manage their data privacy settings  
Baby boomers and Generation X are less comfortable with sharing their personal data  
Singaporeans trust recommendations from their families and friends  
In-person activities are expected to recuperate as the pandemic abates  
Experience more  
TikTok app is viewed more than for just entertainment  
Singaporeans value real world over virtual experiences  
Shopping for leisure is common among Singaporeans  
Safety by far trumps all other travel destination features  
Millennials are the most eager to resume face-to-face activities  
Middle class reset  
FairPrice Group helps consumers cope with the increasing cost of living  
Baby boomers in Singapore lead a minimalist lifestyle  
Singaporeans like to donate their used items to charities  
Generation Z are the most inclined to save on products  
Premiumisation  
Fast-paced city life make Singaporeans yearn for a simpler life  
All cohorts are optimistic about the value of their investments  
Singaporeans look for quality when buying home care and clothing  
Shifting market frontiers  
Norwegian Pink Fish expands in Singapore as responsible dining gains traction  
All age groups are open to international products and cultures  
Baby boomers are the most focused on supporting locally-owned business  
Shopping reinvented  
IKEA Singapore launches first small-store concept in Southeast Asia within a shopping mall  
Smartphones used as the most convenient way to order food  
Consumers not as engaged with companies via social media as their global counterparts are  
Younger generations are more interactive with brands on social media  
Sustainable living  
Sooorya developing big electric taxis in response to need for improved air quality  
More than 60% of Singaporean citizens are trying to make a positive environmental impact  
Recycling, food waste and plastics use are key sustainability action points for consumers  
Singaporeans are less politically active but support responsible brands  
Recyclable and biodegradable packaging are considered the most sustainable  
Wellness  
Physical exercise is high on the wellness agenda  
Massage and meditation are the top mental wellbeing activities  
Singaporeans are among the world's top users of fitness apps  
Consumers remain cautious about health and safety outside their home environment

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