

## **Singapore: Consumer Profile**

Market Direction | 2024-11-13 | 43 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1350.00
- Multiple User License (1 Site) €2700.00
- Multiple User License (Global) €4050.00

### **Report description:**

Ageing, migration and generation shifts are shaping Singapore's demographic landscape. Economic turbulence and high inflation has led consumers adopting more cautious spending habits. The number of senior citizens are predicted to increase substantially by 2040, alongside a rise in life expectancy. Millennials and Gen X are expected to play an increasingly significant role in shaping that latest consumer trends and their wealth and influence grows.

Euromonitor's Singapore: Consumer Profile 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 Economy 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:**

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Scope

Key findings

Key drivers affecting consumers in Singapore in 2023

How developments today shape the consumers of tomorrow

Migration is increasingly shaping and diversifying consumer tastes and preferences

Male obesity is a growing concern among male Singaporeans

Millennials focused on keeping healthy, looking after their families and further education

Opportunities for growth

Apartments dominant dwelling types due to high population density and limited space

Transportation strain places proximity to public transport as a highly desirable home feature

Owing to ageing population, over half of the household heads will be aged 60+

Near universal connectivity will empower tech-savvy Singaporeans

Government taking action to cool rising housing costs, as it aims to reduce inflation

Increased emphasis on prioritising health and wellness, especially Gen X and Millennials

Older generation's financial situation secure because of accumulated assets

Key findings of consumer survey

Gen X consumers place highest emphasis on value for money and quality household goods

Despite interest in bargains, Singaporeans less interested compared to the global average

Gen X consumers are the most active in the engagement of green activities

Singaporeans enjoy a high level of financial literacy, well above the global average

Gen X demand a strong work-life balance and job security

## Singapore: Consumer Profile

Market Direction | 2024-11-13 | 43 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1350.00
	Multiple User License (1 Site)	€2700.00
	Multiple User License (Global)	€4050.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com