

Home and Garden in Singapore

May 2023

Table of Contents

Home and Garden in Singapore

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2017-2022
Table 2 - Sales of Home and Garden by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Home and Garden: % Value 2018-2022
Table 4 - LBN Brand Shares of Home and Garden: % Value 2019-2022
Table 5 - Distribution of Home and Garden by Format: % Value 2017-2022
Table 6 - Distribution of Home and Garden by Format and Category: % Value 2022
Table 7 - Forecast Sales of Home and Garden by Category: % Value 2022-2027
Table 8 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Singapore

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home improvement records mixed performance in 2022 Minimalism is a fast-growing trend in Singapore Open-plan living concept helps to address small living spaces

PROSPECTS AND OPPORTUNITIES

Wallpaper set to further decline over the forecast period E-commerce likely to regain sales momentum in the coming years Consumers prioritise sustainability for home improvement

CATEGORY DATA

Table 9 - Sales of Home Improvement by Category: Value 2017-2022Table 10 - Sales of Home Improvement by Category: % Value Growth 2017-2022Table 11 - NBO Company Shares of Home Improvement: % Value 2018-2022Table 12 - LBN Brand Shares of Home Improvement: % Value 2019-2022Table 13 - Distribution of Home Improvement by Format: % Value 2017-2022Table 14 - Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 15 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Gardening in Singapore

KEY DATA FINDINGS

2022 DEVELOPMENTS

Further positive growth for gardening due to lingering impact of pandemic Grow-your-own food is important trend in Singapore Reduction in gardening time influences growth rate

PROSPECTS AND OPPORTUNITIES

Sustainability in home gardens will be deemed essential in Singapore Greater preference for native plants over the forecast period Rise in vertical farming set to slow demand for fertiliser

CATEGORY DATA

Table 16 - Sales of Gardening by Category: Value 2017-2022
Table 17 - Sales of Gardening by Category: % Value Growth 2017-2022
Table 18 - NBO Company Shares of Gardening: % Value 2018-2022
Table 19 - LBN Brand Shares of Gardening: % Value 2019-2022
Table 20 - Distribution of Gardening by Format: % Value 2017-2022
Table 21 - Forecast Sales of Gardening by Category: Value 2022-2027
Table 22 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

Homewares in Singapore

KEY DATA FINDINGS

2022 DEVELOPMENTS

Notably slower sales growth for homewares in post-pandemic era Trend of leftovers not as popular in Singapore, subduing sales of food storage Retail offline dominates distribution of homewares

PROSPECTS AND OPPORTUNITIES

Manufacturing decline and rising costs to impact homewares The rising cost of entertainment could profit homewares

CATEGORY DATA

Table 23 - Sales of Homewares by Category: Value 2017-2022
Table 24 - Sales of Homewares by Category: % Value Growth 2017-2022
Table 25 - Sales of Homewares by Material: % Value 2017-2022
Table 26 - NBO Company Shares of Homewares: % Value 2018-2022
Table 27 - LBN Brand Shares of Homewares: % Value 2019-2022
Table 28 - Distribution of Homewares by Format: % Value 2017-2022
Table 29 - Forecast Sales of Homewares by Category: Value 2022-2027
Table 30 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Home Furnishings in Singapore

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales growth of home furnishings notably slows in line with greater mobility in 2022 Rightsizing is preferred over downsizing E-commerce continues to gain share in 2022

PROSPECTS AND OPPORTUNITIES

Outdoor living to grow as Singaporeans choose to entertain more at home Multipurpose furniture to become increasingly popular in Singapore Sustainability set to become the norm

CATEGORY DATA

Table 31 - Sales of Home Furnishings by Category: Value 2017-2022Table 32 - Sales of Home Furnishings by Category: % Value Growth 2017-2022

- Table 33 NBO Company Shares of Home Furnishings: % Value 2018-2022
- Table 34 LBN Brand Shares of Home Furnishings: % Value 2019-2022
- Table 35 LBN Brand Shares of Light Sources: % Value 2019-2022
- Table 36 Distribution of Home Furnishings by Format: % Value 2017-2022
- Table 37 Forecast Sales of Home Furnishings by Category: Value 2022-2027
- Table 38 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-singapore/report.