Euromonitor International

Apparel and Footwear Specialists in Singapore

June 2026

Table of Contents

Apparel and Footwear Specialists in Singapore - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Uniqlo and Adidas Reshape Engagement with Digital and Physical Integration

Chart 2 - Adidas new flagship store in Singapore's Jewel Changi airport

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Uniqlo and Nike Optimise Store Networks to Maintain Profitability

Click-And-Collect and O2o Integration Drive Convenience and Loyalty.

International Price Competition and Exclusivity Challenge Domestic Loyalty

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 5 - Analyst Insight for Apparel and Footwear Specialists

Uniqlo Expands with Local Collaborations to Outpace Rivals

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Apparel and Footwear Specialists

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Apparel and Footwear Specialists

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Singapore - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Shell and Shopee Are Creating New Experiences and Enabling Seamless Commerce

Chart 15 - Shopee and YouTube partner to launch a shopping affiliate programme in Singapore

Chart 16 - Shell is leading the reinvention of forecourt retail outlets as experiential destinations

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Shopee Leverages O2o Integration to Drive E-Commerce Acceleration
Fairprice and Watsons Strengthen Private Label to Retain Shopper Loyalty
Chart 19 - FairPrice 'Store of Tomorrow' concept in Punggol Digital District, Singapore
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and Fairprice Sustain Lead as E-Commerce Consolidates
Chart 22 - Analyst Insight for Retail
Chart 23 - Prada launches Prada Caffé, its first foodservice concept in Southeast Asia
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 26 - Standard Opening Hours by Channel Type 2025
Seasonality
Lunar New Year
Hari Raya Aidilfitri (or Hari Raya Puasa)
Christmas and New Year

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail
Chart 28 - Real Gdp Growth 2020-2030
Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail
Chart 31 - Population 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-specialists-in-

singapore/report.