Euromonitor International

Consumer Values and Behaviour in Singapore

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CONSUMER VALUES AND BEHAVIOURS IN SINGAPORE

Scope

HIGHLIGHTS

Consumer values and behaviour in Singapore

PERSONAL TRAITS AND VALUES

Singaporeans are troubled by the escalating expenses associated with everyday goods
Older generations feel that their identity is accepted by society
Singaporeans buy from companies and brands that they trust completely
Millennials use their finances for creating memories rather than acquiring objects
Consumers expect they will be happier than they are now
Gen Z expect they will be better of financially

HOME LIFE

At home, consumers connect with friends or family virtually

COOKING AND EATING HABITS

Consumers in Singapore prefer to prepare meals themselves
Over 30% of consumers state they do not have time to cook
Generation Z say they would rather spend time doing things other than cooking
46% of Singaporeans look for healthy ingredients in food and beverages

WORKING LIFE

Older generations prefer to set their own work hours
Consumers primarily desire to earn a high salary
Singaporeans say they maintain a separation between their professional and personal life

LEISURE

Consumers engage in online social activities
Gen Z are most likely to attend sporting events
Consumers' top travel priority is getting good value for money
Older generations prefer nature and outdoor activities when on vacation

HEALTH AND WELLNESS

Consumers engage in walking or hiking as exercise
Younger generations engage in weight lifting/strength training
Singaporeans are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers feel worried about climate change
Consumers actively working towards greener and more sustainable practices
Consumers in Singapore are motivated to use more energy-efficient products
Many consumers select brands aligned with their social and political values

SHOPPING

Consumers in Singapore like to find bargains
Older generations enjoy visiting shopping malls
Over 30% of consumers in Singapore endeavor to embrace a minimalist lifestyle
Gen Z are more likely to look for reputable or popular labels
Singaporeans subscribe to online platforms for streaming media

SPENDING

Singaporeans expect to increase spending on groceries

Millennials are set to increase spending on groceries the most
35% of consumers in Singapore are comfortable with their financial situation
Gen Z state they regularly save a portion of their income
Younger generations aim to save money over the next 12 months

TECHNOLOGY

Over half of consumers manage the sharing of data and their privacy preferences
Younger generations prefer to interact through digital means
Consumers utilise platforms for communicating digitally
Younger generations regularly check their personal banking information online
Younger consumers are more likely to read consumer reviews online
Many consumers engage with businesses' social media content
Millennials are most likely to share or retweet a company's social media content

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