



**Euromonitor
International**

Air Conditioners in Singapore

January 2026

Table of Contents

Air Conditioners in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category growth driven by energy efficiency and replacement sales

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Stricter energy standards drive demand for eco-friendly solutions

Chart 2 - Daikin Elevates Comfort with iSmile Eco+ Smart and Green Cooling

Split air conditioners dominate demand in Singapore

Chart 3 - Analyst Insight

PRISM+ Zero aims to offer affordable smart technology

Chart 4 - PRISM+ Zero Smart Air Conditioner: Affordable Smart Inverter Split

WHAT'S NEXT?

Energy efficiency will remain a major concern for local consumers

Smart features to shape business strategies

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and distribution

CHANNELS

Appliances and electronics specialists drive sales through installation and aftersales support

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Singapore - Industry Overview

EXECUTIVE SUMMARY

Unlocking growth in consumer appliances with innovation and smart strategies

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Growth of consumer appliances driven by urban lifestyles and technology

Chart 6 - LG NeoChef 2025: Smart Inverter for Energy-Efficient Cooking

Smart and AI-powered features become mainstream

Chart 7 - PRISM+ Nanobot Elite AI: AI-Enhanced Robot Vacuum with Self-Cleaning and Smart Features

Multifunctionality and compact design reshape appliance landscape

Chart 8 - Toyomi UltiChef: The 7-in-1 is Multifunctional Appliance for Compact Homes

WHAT'S NEXT?

Solid growth to be driven by smart and energy-efficient appliances

Chart 9 - Analyst Insight

Technological innovation to drive growth across the industry

Singapore's evolving lifestyles: Shaping appliance segmentation and personalisation

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading companies maintain positions through breadth and innovation

CHANNELS

Appliances and electronics specialists drive offline sales
Retail e-commerce gains ground, driven by convenience and competitive pricing

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Singapore 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Singapore 2025
Chart 14 - Consumer Landscape in Singapore 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/air-conditioners-in-singapore/report.