



# Consumer Lifestyles in Singapore

August 2022

Table of Contents

Scope

Consumer landscape in Singapore 2022

## CONSUMER LIFESTYLES IN SINGAPORE

Life priorities

Fast pace of modern lives fuels search for more personal time

Generation Z most focused on their friends and time for favourite activities

Singapore citizens like to be unique and search for individualistic experiences

Image of success and uniqueness is more important to younger generations

Consumers in Singapore like to innovate

Millennials intensively research products before purchasing them

Home life

Study at home is less common among Singaporeans compared to global responses

Millennials and Generation X show higher rates of working from home

Reliance on public transport elevates the need for good transportation access

Eating habits

Generation Z Singaporeans are least likely to home cook a meal

Consumers in Singapore seek out low-priced yet healthy foods

Baby boomers are leading in eating a more flexitarian diet

Snacks are more common on weekends

Generation Z mealtimes vary more compared to other cohorts

Working life

Work-life balance is the main consideration for Singaporean workforce

All generations prefer a job that offers a strong work-life balance

High salaries come above job security for younger generations

Much higher expectations for flexible hours and work from home than global average

Millennials are more interested in the possibility to retire earlier

Leisure habits

Online socialisation remains important especially for Generation Z

Singaporeans frequently choose shopping as a leisure activity

Millennials and Generation X are the most eager to go shopping in spare time

Domestic and international trips are more popular among younger generations

Relaxation and nature are key travel priorities

Generation Z and baby boomers are most eager to spend their trips shopping

Health and wellness

High rates of taking vitamins and health supplements daily to boost health

Singaporeans walk and hike for exercise rather than engage in intensive physical activities

Running and jogging are popular exercise habits among Generation Z and millennials

Massage is a key stress reduction solution Singaporeans turn to

Millennials most active in using means like massage and meditation to reduce stress

Sustainable living

Over 60% of respondents are worried about climate change and try to have positive impact

Baby boomers are most active in trying to make an impact on the environment

Green behaviours in Singapore are higher than the global average

Using energy-efficient products is top of green activities across all generations

Singaporeans align themselves with brands that reflect their values

Generation Z is very active in sharing their opinion on social issues on media

Shopping habits

Singaporeans are more positive towards shopping malls than the average global consumer is

Millennials are most concerned about quality over quantity

Consumers rely on friends and family recommendations over social networks

Brand and company website information has more influence over baby boomers

The convenience and discounts of subscription services motivate Singaporeans  
Generation Z look for convenience and discounts more than other cohorts  
Singaporeans like to see and try before buying more than the global average  
Baby boomers have more motivations to shop in-store  
Consumers shop online to find best prices and enjoy free shipping  
All generations are motivated by competitive prices and free delivery  
Spending habits  
Post-pandemic spending on health and wellness continues  
Nearly half of consumers expect to increase saving over next 12 months  
Technology  
Privacy concerns foster low rates of sharing personal data online  
More than half of millennial respondents prefer to communicate online  
Ownership of smartphones and laptops higher than global average  
High ownership rates of wireless earphones and headphones  
Consumers are less likely to use online health-related or medical sites  
Over half of Generation Z take part in online video gaming at least weekly

## 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/consumer-lifestyles-in-singapore/report](http://www.euromonitor.com/consumer-lifestyles-in-singapore/report).