



Traditional Grocery Retailers in Singapore

March 2022

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Traditional Grocery Retailers in Singapore - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Traditional bakeries seek expansion due to higher demands but face labour and ingredient constraints
Uneven impact from lockdowns and closures mostly affects wet markets and hawker stores
Flouting of regulations leads to closure of bakery chain due to unsanitary conditions

PROSPECTS AND OPPORTUNITIES

Bakeries experiment with flat delivery fees and introducing food with longer shelf life
Despite a global focus on wellness, speciality health food stores face fierce competition from multiple retailers
Declining expatriate population and increasing affluence among residents translate into promotion and pricing strategies

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Retailing in Singapore - Industry Overview

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Retailing in 2021: The big picture
Alongside calls for omnichannel strategies, tailored online and offline promotions appeal to consumers
To drive retail sales, specialist retailers are expanding product lines and packaging products as experiences
What next for retailing?

OPERATING ENVIRONMENT

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Opening hours
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