EXECUTIVE SUMMARY
Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Home Improvement in Singapore

KEY DATA FINDINGS

2022 DEVELOPMENTS
Home improvement records mixed performance in 2022
Minimalism is a fast-growing trend in Singapore
Open-plan living concept helps to address small living spaces

PROSPECTS AND OPPORTUNITIES
Wallpaper set to further decline over the forecast period
E-commerce likely to regain sales momentum in the coming years
Consumers prioritise sustainability for home improvement

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Gardening in Singapore

KEY DATA FINDINGS

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Further positive growth for gardening due to lingering impact of pandemic
Grow-your-own food is important trend in Singapore
Reduction in gardening time influences growth rate
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Sustainability in home gardens will be deemed essential in Singapore
Greater preference for native plants over the forecast period
Rise in vertical farming set to slow demand for fertiliser

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**Homewares in Singapore**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Notably slower sales growth for homewares in post-pandemic era
Trend of leftovers not as popular in Singapore, subduing sales of food storage
Retail offline dominates distribution of homewares

**PROSPECTS AND OPPORTUNITIES**

Manufacturing decline and rising costs to impact homewares
The rising cost of entertainment could profit homewares

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**Home Furnishings in Singapore**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Sales growth of home furnishings notably slows in line with greater mobility in 2022
Rightsizing is preferred over downsizing
E-commerce continues to gain share in 2022

**PROSPECTS AND OPPORTUNITIES**

Outdoor living to grow as Singaporeans choose to entertain more at home
Multipurpose furniture to become increasingly popular in Singapore
Sustainability set to become the norm

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