



Euromonitor
International

Consumer Lifestyles in Singapore

June 2025

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Singapore 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents take health and safety precautions when they leave home

Time with children: More prioritised by older generations

Consumers in Singapore feel it is important to experience cultures other than their own

Consumers carry out in-depth studies on the products and services they consume

Older generations expect to have more free time for themselves

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with loved ones virtually: A popular home activity amongst younger generations

Consumers prefer socialising with friends in person

Energy efficiency: Most desired home feature by Baby Boomers

Location with limited air pollution: Most desired external feature by older generations

Singaporeans seek getting the best return on money spent when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers take vitamins or supplements frequently

Many consumer across all generations claim not to cook very well

Consumers cook or bake for themselves

Older generations are seeking to reduce meat consumption

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Older generations desire to have responsibility and challenging work

Singaporeans seek to have a job that enables an equilibrium between work and personal life

Millennials want to work for a good manager

Consumers in Singapore expect to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Singapore engage in walking or hiking

Massage is the most popular stress-reduction measure among Millennials

Respondents think health and nutritional properties is the most influential product feature

Older generations own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Singapore enjoy discovering good deals

Gen Z don't mind buying inexpensive items that will not last for a long

Millennials seek goods with easy to understand labels

Gen X try to purchase locally-sourced products and services
Singaporeans often sell used or second-hand items
Younger generations often write reviews for a products or services
Younger generations use a price comparison websites
Consumers in Singapore expect to spend more on transportation
Baby Boomers say they have sufficient funds easily accessible to handle any unforeseen crisis
Shopping and spending survey highlights

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