



Euromonitor
International

Full-Service Restaurants in Singapore

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Full-Service Restaurants in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Off-premise growing in importance for full-service restaurants

INDUSTRY PERFORMANCE

Full-service restaurants remains under pressure in 2025 as consumers stay cautious

Asian cuisine as the anchor in Singapore's full-service restaurants market

Delivery and takeaway emerge as strategic growth channels for full-service restaurants

WHAT'S NEXT?

Challenges ahead for full-service restaurants with room for value seeking

Delivery and takeaway as emerging growth drivers

Operational efficiency and technology adoption as critical levers for cost management

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Chained operators strengthen their lead in full-service restaurants

Hai Di Lao remains market leader but faces strong competition from value-driven rivals

Expanding growth opportunities through value-led innovation and format differentiation

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[Consumer Foodservice in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

Stability in a challenging environment

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INDUSTRY PERFORMANCE

Customer spending shapes a more selective foodservice recovery in 2025

Convenience-led fulfilment gains momentum with delivery and takeaway reshaping routine consumption

Experiences and loyalty programmes emerge as key levers for differentiation in a value-conscious market

WHAT'S NEXT?

Foodservice growth expected to remain modest as consumers stay value conscious

Innovation shifts toward fulfilment efficiency, leaner formats and operational simplification

Health and transparency expected to gain influence as sustainability progresses more gradually

COMPETITIVE LANDSCAPE

McDonald's maintains market leadership through scale, value positioning and strong digital engagement
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