



# Street Stalls/Kiosks in Singapore

March 2026

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## Street Stalls/Kiosks in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong traditional role, but a challenging environment

#### INDUSTRY PERFORMANCE

Resilient role of street stalls/kiosks in Singapore's food landscape

Bubble tea remains the most dynamic category with the opening of more outlets

Value-for-money and portion satisfaction continue to drive Stuff'd's strong performance

#### WHAT'S NEXT?

Positive headwinds driving growth for street stalls/kiosks

Delivery and takeaway redefining street stalls/kiosks experience

Growing labelling requirements expected to accelerate demand for healthier options

#### COMPETITIVE LANDSCAPE

Clear brand identity enables KOI Thé and Li Ho to thrive amid intensifying competition

Mixue strengthens the ultra-value segment with rapid outlet expansion

Rising costs reinforce the structural advantage of chained operators

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## Consumer Foodservice in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Stability in a challenging environment

### KEY DATA FINDINGS

#### 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  
International brands: Chagee, Luckin Coffee and Mixue stand out as the most dynamic operators in 2025  
International brands continue to enter and expand, intensifying competitive pressure across categories

## CHANNELS

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