



# Home Improvement in Singapore

June 2025

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## Home Improvement in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

DIY culture, engineered wood flooring, and bathroom upgrades support baseline sales  
Nippon Paint drives sustainable innovation, while Bosch benefits from DIY trends  
Home product specialists and e-commerce drive personalised, quality-focussed home improvement

#### PROSPECTS AND OPPORTUNITIES

Baseline demand set to continue, albeit at variable levels of performance  
Sustainable paints and personalised wallpapers set to drive innovation  
Sustainable flooring rises in Singapore, with bamboo, cork, and luxury vinyl tiles gaining popularity

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