



Euromonitor
International

Homewares in Singapore

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Homewares Summary

INDUSTRY PERFORMANCE

Chart 1 - Ikea Meets Singapore's Compact Home Needs with Space-Saving Homewares Including Stackable Kitchenware

Ikea Drives Demand for Space-Saving Homewares in Compact Living Spaces

Chart 2 - Fortytwo Pairs Broad Assortment and Value Promotions with an Omnichannel Showroom in Singapore

Fortytwo Accelerates Digital-First Shopping with Value-Driven Promotions

Chart 3 - Iuiga Meets Singapore's Demand for Higher-Quality, Sustainable Homewares through Transparent Pricing

Iuiga Meets Rising Demand for Durable, Sustainable Design-Led Homewares

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Will Compete to Win Compact Living Spend

Sustainability Requirements Set to Reshape Product Design and Reporting Strategies

Digital-First Value Shopping and Experiential Retail Set New Benchmarks

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikano Leverages Scale and Brand Equity to Retain Clear Lead Despite Share Decline

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Department Stores Strengthens Omnichannel Lead through Showroom Experiences

Retail E-Commerce Outpaces Rivals as Value-Seeking Shoppers Migrate Online

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

Chart 13 - Economic Context for Homewares

CONSUMER CONTEXT

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

Chart 17 - Consumer Context for Homewares

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Chart 18 - Ikea Meets Singapore's Compact Home Needs with Multifunctional, Space-Saving Homewares

Ikea Drives Space-Saving Solutions for Compact Urban Homes

Fortytwo Expands Affordable Home Upgrades through Value-Led Online Retail

Chart 19 - Fortytwo Pairs Broad Assortment and Value Promotions with an Omnichannel Showroom in Singapore

Chart 20 - Lamitak's Made-To-Fit Laminate Solutions Meet Demand for Space-Efficient Renovation in Singapore

Sustainability Claims Backed by Certification Win Consumer Trust

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Shoppers to Accelerate Omnichannel Growth as E-Commerce Expands

Space-Saving Design and Sustainability Claims Set to Reshape Purchasing Decisions

Compact Gardening Tools and Modular Systems to Boost Urban Self-Sufficiency

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikano Leverages a Broad Product Range and Space-Saving Design to Sustain Leadership

Signify and Aerospring Gardens Drive Smart, Connected Innovation

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Home Products Specialists Maintains Lead by Blending In-Store and Online Experiences

Retail E-Commerce Accelerates as Digital Natives Demand Convenience and Choice

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

Chart 30 - Economic Context for Home and Garden

CONSUMER CONTEXT

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

Chart 34 - Consumer Context for Home and Garden

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/homewares-in-singapore/report.