



Apparel and Footwear in Singapore

February 2026

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EXECUTIVE SUMMARY

Rising incomes and circular fashion drive market resilience

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and AI innovation fuel market resilience

E-commerce and sustainability innovations fuel footwear growth

Circular fashion takes centre stage, driven by resale, rental, and sustainable practices

Chart 2 - Zalora Expands Pre-Loved Fashion in 2025 With Second-hand Luxury Section

WHAT'S NEXT?

Sustainability becomes a core consumer expectation

Technology reshapes the market with AI and virtual try-ons

Polarisation seen as premium and value segments outpace the mid-market, driven by resale, luxury, and e-commerce trends

COMPETITIVE LANDSCAPE

Uniqlo maintains leadership through affordability and versatile product offerings

Chart 3 - Uniqlo Touchpoint Store at Velocity Offers Online-to-Offline Shopping Experience

Rock Daisy launches natural fibre workwear for professionals

Chart 4 - Analyst Insight

Pop-ups and limited editions strengthen emerging brands competitive landscape

CHANNELS

Specialty stores supported by immersive in-store experiences and omnichannel strategies

E-commerce growth driven by convenience, social media, and exclusive offerings

Zalora and Thryft capture eco-conscious consumers through authenticated resale

Chart 5 - Zalora's AI Chatbot Transforms Singapore E-Commerce with Personalised Support

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Singapore 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Singapore 2025

Chart 9 - Consumer Landscape in Singapore 2025

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