



**Euromonitor
International**

Booking in Singapore

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-trip booking supports double-digit growth in Singapore in 2025

Agoda Co Pte Ltd and Booking.com record a decline in share as online competition rises

PROSPECTS AND OPPORTUNITIES

Improving consumer sentiment and digital adoption is set to drive growth over the forecast period

OTA players will shift toward AI-driven ecosystems as competition is set to rise

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DISCLAIMER

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