



**Euromonitor
International**

Consumer Values and Behaviour in Singapore

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Table of Contents

CONSUMER VALUES AND BEHAVIOURS IN SINGAPORE

Scope

HIGHLIGHTS

Consumer values and behaviour in Singapore

PERSONAL TRAITS AND VALUES

Consumers in Singapore are concerned about the rising costs of daily goods

Older generations like to ensure health and safety measures are in place before they go out

Singaporeans carry out in-depth studies on the products and services they consume

Millennials like to try new products and services

Consumers say it is likely that they will experience greater happiness in the future

Younger generations expect to work more than they do now

HOME LIFE

While at home, consumers in Singapore connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Singaporeans prefer to cook or bake dishes for themselves

Singaporeans say they do not have time to cook

Gen Z say that restaurants serve more delicious food than home-cooked meals

Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z expect to be their own bosses

Singaporeans primarily desire to make a substantial amount of money

Singaporeans say they uphold a division between their job and private life

LEISURE

Singaporeans enjoy socialising with friends online

Younger generations attend physical classes or sessions

Consumers primarily seek maximizing the benefits while minimizing the cost when travelling

Older generations are looking for safe destinations when travelling

HEALTH AND WELLNESS

Consumers participate in walking or hiking

Younger generations frequently run or jog for exercise

Consumers in Singapore are interested in massages

SUSTAINABLE LIVING

Singaporeans are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to use products that are designed to reduce energy consumption

Singaporeans buy from brands that support issues aligned with their values

SHOPPING

Consumers love searching for discounts

Millennials like to visit shopping malls

Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary

Millennials regularly seek private label and low-cost products

Consumers in Singapore subscribe to online platforms for streaming media

SPENDING

Singaporeans expect to increase spending on health and wellness
Younger generations foresee increasing spending on experiences the most
Consumers in Singapore are comfortable with their current financial situation
Younger generations resort to using credit cards or overdrafts to cover expenses
Saving money remains top priority amongst younger Singaporean consumers

TECHNOLOGY

Consumers proactively oversee the sharing of data and privacy preferences
Younger generations say it is important to foster an online identity
Consumers in Singapore utilise platforms for communicating digitally
Younger generations regularly employ smartphone apps to keep tabs on health
Younger generations frequently buy goods and services online
Consumers in Singapore show support for companies by following their social media updates
Millennials prefer talking to customer services via social media platforms

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