



# Megatrends in Singapore

December 2024

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## Scope

### INTRODUCTION: MEGATRENDS FRAMEWORK

Businesses harness megatrends to renovate, innovate and disrupt  
The drivers shaping consumer behaviour  
Megatrends framework

### CROSS-TREND COMPARISON: SINGAPORE

Singaporean shoppers prioritise digital innovation and convenience

#### CONVENIENCE

Convenience  
7-Eleven launches automated convenience stores aimed at commuters  
Consumers seek time-saving products and services  
Singaporeans hanker for more flexible working conditions  
Customers want to be able to see what they are buying  
Online shoppers enjoy the flexibility of e-commerce  
Younger consumers seek convenient alternatives to home cooking

#### DIGITAL LIVING

Digital living  
Google launches app version of its Gemini AI assistant in Singapore  
Singaporeans rely on tech for everyday activities  
Consumers are eager to protect their personal data  
Millennials are the most willing to share data in return for offers  
Consumers rely on their nearest and dearest for advice  
Respondents expect more face-to-face interactions in future

#### DIVERSITY AND INCLUSION

Diversity and inclusion  
Mastercard's #AcceptanceMatters campaign promotes autism awareness  
Social media gives consumers a voice  
Millennials are the most socially active cohort  
The majority of consumers feel accepted  
Consumers pay more attention to brand values

#### EXPERIENCE MORE

Experience more  
Singapore's Changi Airport uses metaverse gamification to engage young consumers  
Singapore's experience economy continues to flourish  
Travellers prioritise safety when travelling  
Young consumers embrace digital experiences

#### PERSONALISATION

Personalisation  
Samsung rolls out Winnie the Pooh collection for its Bespoke line of fridges and freezers  
Baby Boomers have the least qualms about sharing their personal data  
Singaporeans are keen to express their individuality

#### PREMIUMISATION

Premiumisation  
Ralph Lauren opens premium Ralph's Coffee café concept at Shaw Centre  
Shoppers become more discerning  
Consumers do their research before making purchases

Healthiness and taste are important food qualities for Singaporeans

## PURSUIT OF VALUE

Pursuit of value

ShopHero aspires to be a comprehensive app for maximizing savings and rewards

Gen X are the most frugal cohort

Most are still worried about rising living costs

Consumers embrace the repurposing trend

Most Gen Z intend to save more money

## SHOPPER REINVENTED

Shopper reinvented

Nike opens three-storey experience store in Singapore

Celebrity endorsement holds sway among Singaporean shoppers

Consumers enjoy a mix of offline and online shopping experiences

Social commerce takes hold

Millennials are the most engaged with brands on social media

## SUSTAINABLE LIVING

Sustainable living

Yindii app aims to tackle the problem of food waste

Brand trust is crucial to Singaporeans

Millennials are the most supportive of the circular economy

Cutting down on plastics is the most pressing environmental concern

Most consumers are not politically active

Eco-conscious consumers favour recyclable packaging

## WELLNESS

Wellness

Ventrikle to launch AI-driven app to help consumers make informed food choices

Massage remains the most popular way to alleviate stress

Gen X are the most enthusiastic users of sports tech

Consumers continue to be wary of personal safety outside the home

Leverage the power of megatrends to shape your strategy today

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