



**Euromonitor
International**

Megatrends in Singapore

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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

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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

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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

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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

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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

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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

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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

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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

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Wellness

Ventrickle 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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