



Consumer Lifestyles in Singapore

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in Singapore 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Singaporean consumers concerned about the rising unit prices of essential goods

Older generations prioritise time with their partners

Singaporeans open to experiencing cultures other than their own

Singaporeans do their own research before trying out new brands

Voice of the consumer (1)

Gen Z consumers feeling optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Staying in touch with loved ones and friends on the phone the most frequent home activity

Gen Z consumers spend the most leisure time online

Voice of the consumer (2)

Gen X shows highest preference for energy efficient homes

Safe location - most desired external feature by Gen X

Value for money remains the most important travel feature among Singaporeans

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Singapore frequently take vitamins or supplements

Not having time is a major barrier to cooking at home

Weekly takeaway order or ready-made food is the most regular choice among Singaporeans

Voice of the consumer (3)

Millennials most actively look for healthy ingredients in food and beverages

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

All generations desire to work for a company that prioritises employee health and safety

Healthy work-life balance the number one desire for Singaporean employees

Baby boomers less concerned about a high salary compared to younger generations

Voice of the consumer (4)

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Singaporeans participate in walking or hiking at least once a week

Meditation is the most frequent stress-reduction activity

Health and nutritional properties to be the most influential product feature

Gen X most active users of apps to track their health and fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Singaporeans always on the lookout for the best deals

Younger generations regularly buy themselves small treats

Millennials regularly buy gifts for family and friends

Baby boomers actively supporting locally-owned businesses

Singaporeans often buy used or second-hand items

Millennials eager to provide reviews on products or services

Friends and family recommendations most trusted source of information

Voice of the consumer (5)

Gen Z planning to save more and spend less

Younger generations slightly concerned about their current financial standing

Shopping and spending survey highlights

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