



Appliances and Electronics Specialists in Singapore

February 2024

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Appliances and Electronics Specialists in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

GST hike an incentive for consumers to bring forward essential purchases
Amid cost-of-living challenges, consumers reduce discretionary spending
Smart home devices increasingly popular due to tech-savvy Singaporeans and the convenience offered

PROSPECTS AND OPPORTUNITIES

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New business models lower barriers to ownership but come with limitations

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