



Convenience Retailers in Singapore

February 2024

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Convenience Retailers in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of pre-pandemic lifestyles and international travel drive channel's recovery
Entry of Emart24 can disrupt convenience store landscape in Singapore
Following rapid expansion during the pandemic, HAO Mart sees significant outlet closures

PROSPECTS AND OPPORTUNITIES

New product innovation to drive further growth and appeal to local consumers
Convenience stores with themed positioning likely to benefit over concepts lacking differentiation
Forecourt retailers set to record muted growth over the forecast period

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A seamless and memorable shopping experience key to driving consumer loyalty and sales
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OPERATING ENVIRONMENT

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