



Euromonitor  
International

# Consumer Lifestyles in Singapore

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Consumer landscape in Singapore 2025

## PERSONAL TRAITS AND VALUES

Personal traits and values

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Personal traits and values survey highlights

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Home life and leisure time

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Home life and leisure time survey highlights

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Eating and dietary habits

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Eating and dietary habits survey highlights

## WORKING LIFE

Working life

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Consumers in Singapore expect to have flexible start and finish times

Working life survey highlights

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Health and wellness

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Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

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Gen Z don't mind buying inexpensive items that will not last for a long

Millennials seek goods with easy to understand labels

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Younger generations often write reviews for a products or services  
Younger generations use a price comparison websites  
Consumers in Singapore expect to spend more on transportation  
Baby Boomers say they have sufficient funds easily accessible to handle any unforeseen crisis  
Shopping and spending survey highlights

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