



Euromonitor  
International

# 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

Appliances and electronics specialists threatened by e-commerce sales  
New business models lower barriers to ownership but come with limitations

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Cost-of-living challenges top-of-mind for both retailers and consumers alike  
A seamless and memorable shopping experience key to driving consumer loyalty and sales  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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Seasonality  
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