



Euromonitor
International

Appliances and Electronics Specialists in Singapore

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Waning demand for discretionary appliances and electronics
- Government vouchers promote sustainable product adoption
- Convenience fuels growing interest in smart home solutions

PROSPECTS AND OPPORTUNITIES

- Competition set to intensify between offline and online retail channels
- PRISM+ leverages marketing to strengthen presence
- Evolving ownership models reshape consumer choices

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Retail in Singapore - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: the big picture
- Experiential retail as key focus as retailers look to redefine the role of the store
- Artificial intelligence drives development
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2023
- Seasonality
- Lunar New Year
- Hari Raya Aidilfitri (or Hari Raya Puasa)
- Christmas and New Year

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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