



Euromonitor
International

Home Furnishings in Singapore

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home and kitchen trends in Singapore shift towards sustainability, space-saving options, and smart designs, Ikea maintains its leading company place in home furnishings, thanks to innovation, affordability, and sustainability
Home products specialists maintain the strongest distribution share

PROSPECTS AND OPPORTUNITIES

Modular and multi-functional furniture fuel space optimisation trend in Singapore's compact living spaces
Affordable premium furniture set to support growth as brands deliver luxury at accessible prices
Home accessories and décor supported by social media and seasonal trends, driving personalised interiors

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DISCLAIMER

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