



Euromonitor
International

Home Improvement in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

DIY culture, engineered wood flooring, and bathroom upgrades support baseline sales
Nippon Paint drives sustainable innovation, while Bosch benefits from DIY trends
Home product specialists and e-commerce drive personalised, quality-focussed home improvement

PROSPECTS AND OPPORTUNITIES

Baseline demand set to continue, albeit at variable levels of performance
Sustainable paints and personalised wallpapers set to drive innovation
Sustainable flooring rises in Singapore, with bamboo, cork, and luxury vinyl tiles gaining popularity

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DISCLAIMER

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