



Hypermarkets in Singapore

February 2024

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Hypermarkets in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players continue to supplement hypermarkets' core offer with specific services such as foodservice and recreation
Leveraging its large store footprint, Giant at Tampines hosts regular events to engage with and draw consumers to the store

PROSPECTS AND OPPORTUNITIES

Outlook for hypermarkets in Singapore remains challenging
Supermarkets more appreciated by local consumers for smaller selling space

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Retail in Singapore - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
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?

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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