



Euromonitor  
International

# Supermarkets in Singapore

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Supermarkets retains leadership of grocery retail in 2024
- Growing appeal of private label among cost-conscious consumers
- Scarlett Supermarket builds national presence with aggressive expansion

PROSPECTS AND OPPORTUNITIES

- CDC vouchers to drive footfall and value-led promotions
- Steady expansion of supermarket outlets in new-population towns
- Players to prioritise sustainability and cost-efficiency in a challenging economy

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Retail in Singapore - Industry Overview

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- 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
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