



Home Products Specialists in Singapore

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing pet ownership signals changing lifestyles
- Ikea prioritises affordability
- Castlery invests in offline retail to boost consumer engagement

PROSPECTS AND OPPORTUNITIES

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- AVS cat management framework set to bolster pet retail growth
- Japanese-inspired living remains popular, while IKEA diversifies beyond furnishings

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- Artificial intelligence drives development
- What next for retail?

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- Informal retail
- Opening hours for physical retail
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- Seasonality
- Lunar New Year
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