



General Merchandise Stores in Singapore

February 2024

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General Merchandise Stores in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Variety stores benefit from cost-of-living challenges by providing good value

Miniso introduces product collaborations with popular brands

MUJI opens new outlet in Singapore with Café&Meal MUJI concept

PROSPECTS AND OPPORTUNITIES

Department stores benefit from resumption of international tourism, but long-term outlook remains challenging

Don Don Donki expected to continue rapid rate of outlet expansion across Singapore

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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

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Seasonality

Lunar New Year

Hari Raya Aidilfitri (or Hari Raya Puasa)

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