

# Supermarkets in Singapore

February 2024

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## Supermarkets in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Supermarkets charge for plastic bags from July 2023  
Scarlett Supermarket expands rapidly across Singapore  
CDC voucher redemption via supermarkets in Singapore

#### PROSPECTS AND OPPORTUNITIES

Supermarkets to continue growing at a low but stable rate over forecast period  
Cost-of-living challenges to remain major concern for consumers in medium term  
Private label offerings to remain popular for quality at an affordable price

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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  
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Seasonality  
Lunar New Year  
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