



Consumer Values and Behaviour in Singapore

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Singapore

PERSONAL TRAITS AND VALUES

Consumers in Singapore are concerned about the rising costs of products

Gen X are showing the most concern about rising prices

Consumers extensively research the products and services they consume

Younger consumers are more active in doing research around products they use

Singaporeans are optimistic about their future

Younger generations are looking forward to a brighter future

HOME LIFE

While at home, consumers in Singapore frequently connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in Singapore prefer to prepare their own meals

Consumers assert that they are unable to cook due to their busy schedules

Millennials are most likely to blame barriers for lack of cooking at home

Consumers in Singapore are focused on finding and identifying healthy ingredients

WORKING LIFE

Gen X expect to have a job that enables an equilibrium between work and personal lives

Consumers in Singapore primarily desire to earn a high salary

All generations say they uphold a strong division between their job and private life

LEISURE

Consumers enjoy socialising with friends both online and face to face

Gen Z proves to be the most sociable generation

Singaporeans prioritise getting the most value for money when travelling

Older generations are more likely to immerse themselves in local culture

HEALTH AND WELLNESS

Singaporeans actively participate in running or jogging at least once a week

Millennials remain most committed to various forms of weekly exercise

Millennials undertake stress-reduction and mental wellbeing activities the most

SUSTAINABLE LIVING

Consumers are concerned about climate change

Gen X are leading by example in living more sustainable lives

Singaporeans are motivated to use products designed for energy efficiency

Millennials are most active and committed to activism around political and social issues

SHOPPING

Consumers like to explore shops even if they have no intention of purchasing anything

Gen X would much rather browse than spend money if no bargains are found

Consumers in Singapore endeavour to embrace a minimalist lifestyle

Older generations aim to lead a minimalist lifestyle

Consumers in Singapore are drawn to digital platforms for streaming content

SPENDING

Expenditure on health and wellness is expected to see the greatest increase in the next year

Millennials are most willing to spend money for personal development and upskilling

Consumers are comfortable with their current financial situation

Older generations are most comfortable with their current finances

Gen Z are planning on active steps to save more and reduce overall expenditure

TECHNOLOGY

Singaporeans actively manage data sharing and privacy settings

Gen Z prefer to communicate online, but are also most conscious about staying anonymous

Singaporean consumers use a range of messaging or communication apps almost every day

Gen Z are most active in frequency of online activities

Younger consumers enjoy the benefits of price comparison sites and writing reviews

Consumers in Singapore show support for companies by following their social media updates

Millennials are much more likely to engage with companies and brands online

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