



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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A seamless and memorable shopping experience key to driving consumer loyalty and sales
What next for retail?

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Informal retail
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