



# Convenience Retailers in Singapore

February 2024

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## Convenience Retailers in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resumption of pre-pandemic lifestyles and international travel drive channel's recovery  
Entry of Emart24 can disrupt convenience store landscape in Singapore  
Following rapid expansion during the pandemic, HAO Mart sees significant outlet closures

#### PROSPECTS AND OPPORTUNITIES

New product innovation to drive further growth and appeal to local consumers  
Convenience stores with themed positioning likely to benefit over concepts lacking differentiation  
Forecourt retailers set to record muted growth over the forecast period

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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?

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Informal retail  
Opening hours for physical retail  
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Seasonality  
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