

# Traditional Grocery Retailers in Singapore

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## Abstracts

The impact from COVID-19 in 2021 was not as significant for traditional grocery retailers as previously predicted. Instead, traditional bakeries in suburban areas sought expansion opportunities due to increasing demand from individuals working from home. Bread is a breakfast staple in Singapore and a mid-day snack for many individuals. In the afternoons, pandan waffles and bread with cream or dairy fillings are popular with older generations. Low prices and an extensive product assortment have m...

Euromonitor International's Traditional Grocery Retailers in Singapore report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Traditional Grocery Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Uneven impact from lockdowns and closures mostly affects wet markets and hawker stores

Flouting of regulations leads to closure of bakery chain due to unsanitary conditions

#### PROSPECTS AND OPPORTUNITIES

Bakeries experiment with flat delivery fees and introducing food with longer shelf life

Despite a global focus on wellness, speciality health food stores face fierce competition from multiple retailers

Declining expatriate population and increasing affluence among residents translate into promotion and pricing strategies

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