



Euromonitor
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Consumer Foodservice in Singapore

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Consumer Foodservice in Singapore

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Stability in a challenging environment

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INDUSTRY PERFORMANCE

Customer spending shapes a more selective foodservice recovery in 2025

Convenience-led fulfilment gains momentum with delivery and takeaway reshaping routine consumption

Experiences and loyalty programmes emerge as key levers for differentiation in a value-conscious market

WHAT'S NEXT?

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Innovation shifts toward fulfilment efficiency, leaner formats and operational simplification

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McDonald's maintains market leadership through scale, value positioning and strong digital engagement

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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Standalone locations preserve their share but show signs of demand softening in 2025

Consumers balance value and experience more consciously in 2025, prompting operators to refine their offerings

WHAT'S NEXT?

Retail locations expected to remain resilient over the forecast period

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Cost pressures and evolving fulfilment needs present challenges, while efficiency-led models and policy support offer new opportunities

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