



Street Stalls/Kiosks in Singapore

March 2026

[Table of Contents](#)

Street Stalls/Kiosks in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong traditional role, but a challenging environment

INDUSTRY PERFORMANCE

Resilient role of street stalls/kiosks in Singapore's food landscape

Bubble tea remains the most dynamic category with the opening of more outlets

Value-for-money and portion satisfaction continue to drive Stuff'd's strong performance

WHAT'S NEXT?

Positive headwinds driving growth for street stalls/kiosks

Delivery and takeaway redefining street stalls/kiosks experience

Growing labelling requirements expected to accelerate demand for healthier options

COMPETITIVE LANDSCAPE

Clear brand identity enables KOI Thé and Li Ho to thrive amid intensifying competition

Mixue strengthens the ultra-value segment with rapid outlet expansion

Rising costs reinforce the structural advantage of chained operators

CATEGORY DATA

Table 1 - Street Stalls/Kiosks: Units/Outlets 2020-2025

Table 2 - Sales in Street Stalls/Kiosks: Number of Transactions 2020-2025

Table 3 - Sales in Street Stalls/Kiosks: Foodservice Value 2020-2025

Table 4 - Street Stalls/Kiosks: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Street Stalls/Kiosks: % Transaction Growth 2020-2025

Table 6 - Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2022-2025

Table 9 - Forecast Street Stalls/Kiosks: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2025-2030

Table 12 - Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2025-2030

DISCLAIMER

Consumer Foodservice in Singapore - Industry Overview

EXECUTIVE SUMMARY

Stability in a challenging environment

KEY DATA FINDINGS

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?

Foodservice growth expected to remain modest as consumers stay value conscious

Innovation shifts toward fulfilment efficiency, leaner formats and operational simplification

Health and transparency expected to gain influence as sustainability progresses more gradually

COMPETITIVE LANDSCAPE

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

International brands: Chagee, Luckin Coffee and Mixue stand out as the most dynamic operators in 2025

International brands continue to enter and expand, intensifying competitive pressure across categories

CHANNELS

Independents face mounting cost pressures and operational strain

Chains strengthen their competitive advantage through scale, supply coordination and system-led innovation

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/street-stalls-kiosks-in-singapore/report.