



# Booking in Singapore

October 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Pre-trip booking supports double-digit growth in Singapore in 2025

Agoda Co Pte Ltd and Booking.com record a decline in share as online competition rises

### PROSPECTS AND OPPORTUNITIES

Improving consumer sentiment and digital adoption is set to drive growth over the forecast period

OTA players will shift toward AI-driven ecosystems as competition is set to rise

### CATEGORY DATA

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