



**Euromonitor
International**

Retail E-Commerce in Singapore

June 2026

Table of Contents

[Retail E-Commerce in Singapore - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Shopee and Tiktok Shop Fuel Online Competition with Social Commerce and Affiliate Partnerships

Chart 2 - Shopee and YouTube partner to launch a shopping affiliate programme in Singapore

Shopee and Lazada Strengthen Loyalty with New Membership and Affiliate Programmes

Chart 3 - Lazada launches a membership programme to strengthen customer stickiness and loyalty

Tiktok Shop and Shopee Redefine Engagement with Closed-Loop Social Commerce

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Shopee and Zalora Leverage Ai to Drive Merchant and Customer Gains

Tiktok Shop and Shopee Expand Livestreaming to Capture Impulse Sales

Marketplace E-Commerce to Sustain Lead as Grocery E-Commerce Accelerates

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Retail E-Commerce

Shopee Leverages a Mobile-First Strategy to Capture Habitual Shoppers

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Shell and Shopee Are Creating New Experiences and Enabling Seamless Commerce

Chart 18 - Shopee and YouTube partner to launch a shopping affiliate programme in Singapore

Chart 19 - Shell is leading the reinvention of forecourt retail outlets as experiential destinations

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Shopee Leverages O2o Integration to Drive E-Commerce Acceleration

Fairprice and Watsons Strengthen Private Label to Retain Shopper Loyalty

Chart 22 - FairPrice 'Store of Tomorrow' concept in Punggol Digital District, Singapore

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shopee and Fairprice Sustain Lead as E-Commerce Consolidates

Chart 25 - Analyst Insight for Retail

Chart 26 - Prada launches Prada Caff  , its first foodservice concept in Southeast Asia

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 29 - Standard Opening Hours by Channel Type 2025

Seasonality

Lunar New Year

Hari Raya Aidilfitri (or Hari Raya Puasa)

Christmas and New Year

ECONOMIC CONTEXT

Chart 30 - Economic Context for Retail

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Retail

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/retail-e-commerce-in-singapore/report.