Grocery Shoppers and Restocking Habits in Singapore
80% of Singapore households buy their groceries online

About 3 in 5 shoppers (62%) buy their groceries online at least once a month.

Key contributors for grocery shoppers preferring to shop online

- Trustworthy: 48%
- Quality products/Service: 47%
- Accessible/ friendly customer care line/ staff: 33%

Order online: 36%
Buy at the store: 43%

About 62% buy groceries online monthly:
- Few times a week: 14%
- Once a week: 15%
- 2-3x a month: 14%
- Once a month: 19%
- Less often: 16%
- Never: 22%
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6 in 10 grocery shoppers run out of groceries frequently

Grocery shoppers who keep track of grocery supplies the following ways most commonly tend to find themselves short on supplies

- Based on memory (50%)
- Physical list (45%)

Those who conduct a visual inspection of their fridge are the least likely to find themselves running out of groceries

Visual inspection of your pantry and fridge (73%)
Effects of Inflation on Grocery Shopping
56% of Singapore households affected by inflation have changed their grocery buying habits

Inflation and higher cost of living has driven 42% of Singapore households to shrink their grocery budgets by 10-20%, while 14% have increased their grocery budgets by 20-30% due to inflation.

Households which lowered their grocery budgets are more prudent in decision-making by buying based on needs, switching to cheaper options and/or house brands.

- Prefer to buy according to needs (74%)
- Switching to cheaper brands (53%)
- Switching to house brands (50%)
Households which increased their grocery budgets tend to shop more online.

<table>
<thead>
<tr>
<th>Higher grocery budget</th>
<th>Shop more at the store</th>
<th>No change</th>
<th>Shop more online</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>52%</td>
<td>25%</td>
<td>14%</td>
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They exercise prudence by bulk buying for better discounts or switching to frozen meats instead of fresh meats.

- Tendency to stock up / buy in bulk: (48%)
- Buying frozen meats instead of fresh meats: (33%)