

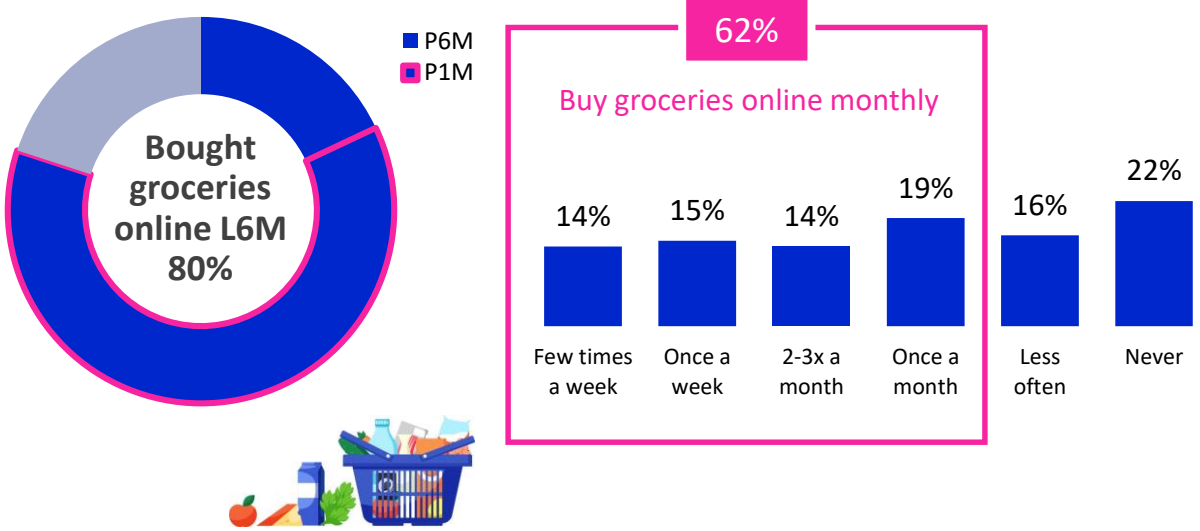


Grocery Shoppers and Restocking Habits in Singapore



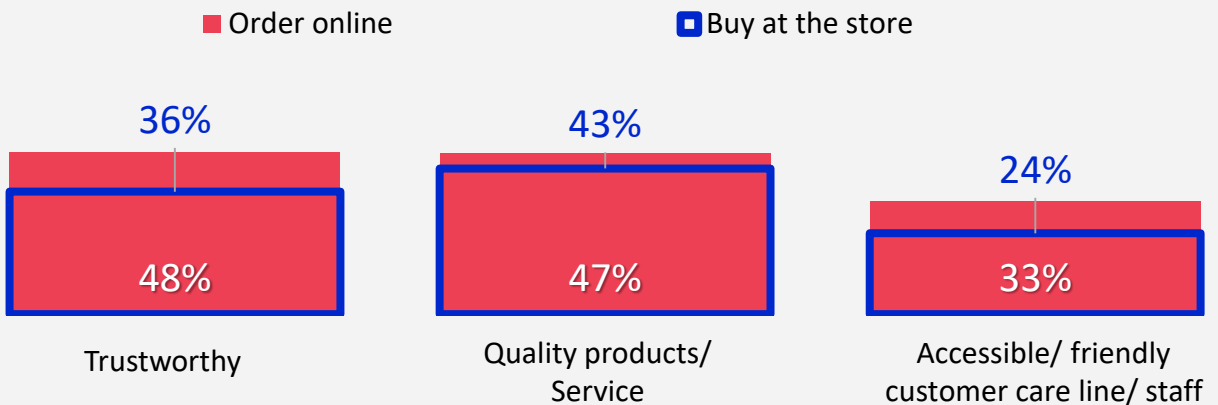
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80% of Singapore households buy their groceries online



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

Key contributors for grocery shoppers preferring to shop online



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

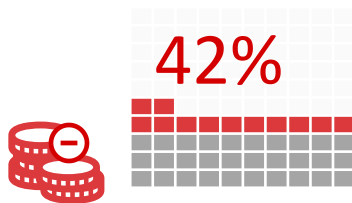


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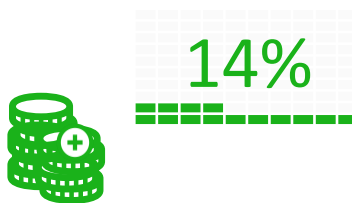
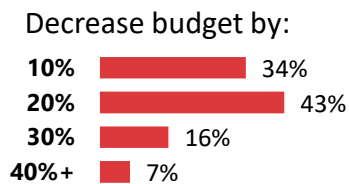
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56% of Singapore households affected by inflation have changed their grocery buying habits

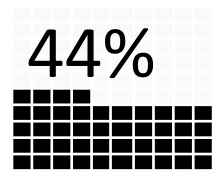
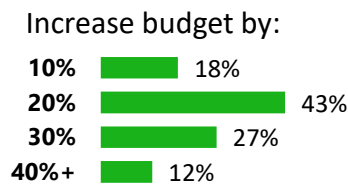
Inflation and higher cost of living has driven 42% of Singapore households to shrink their grocery budgets by 10-20%, while 14% have increased their grocery budgets by 20-30% due to inflation.



Lower grocery budget



Higher grocery budget



No impact

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%)

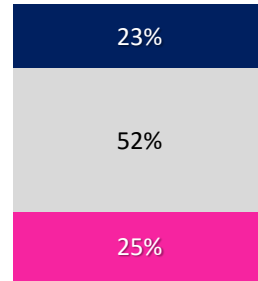


Switching to house brands

(50%)

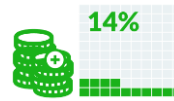


Households which increased their grocery budgets tend to shop more online

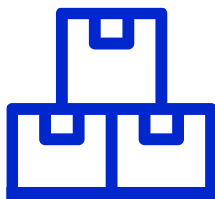


- Shop more at the store
- No change
- Shop more online

Higher grocery budget



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%)



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