

# 2022

## Amazon Singapore key product insights & trends



Updated: 04 Feb 2022

# 2021 Singapore customer trends

## Smart Nation, Smart Living



With work from home being predominant in Singapore in 2020-2021, smart home and home office products including robot vacuum cleaners, smart gardens, laptops, wireless and phone accessories were on the rise.

## Wellness & self-care



Work-life integration drove the wellness & selfcare theme in 2021, with home-based health, fitness, & skincare driving sales of massage equipment, supplements, fitness watches, diffusers and facial products.

## Entertainment at home



A lot of time spent at home unwinding saw Singapore customers looking for at home entertainment in the form of video games, board games, gaming devices and books.

# 2022 Amazon Singapore customer trends

Based on internal Amazon Singapore data, and external industry data, as Singapore enters 2022, we expect online shopping categories to trend broadly into 3 segments in the emerging post-pandemic world:

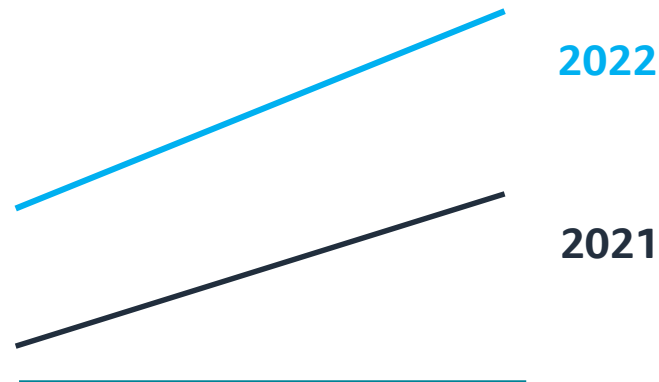
## Stable growth

Online shopping categories that have reached a new post-pandemic baseline with stable growth propelled by new enduring habits or trends



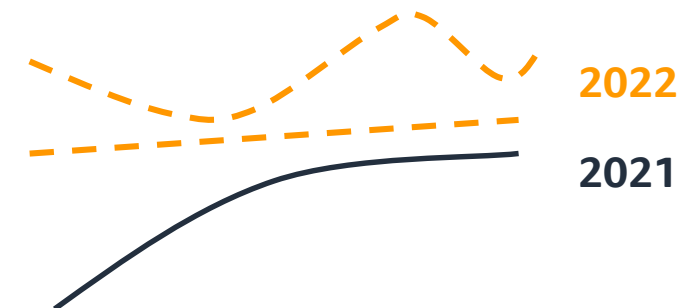
## High growth

Online shopping categories with accelerated growth throughout the pandemic, and continue to show growth opportunities due to untapped demand



## New norms / externally-driven growth

Online shopping categories that have seen increased digitalization trends driving sales during the pandemic, however 2022 outlook may see fluctuations due to external factors (work-from-home, vaccinated travel lanes) or the category may have reached a new baseline



Source: Internal Amazon Singapore data 2020 vs 2021 comparisons in sales performance, growth and product impressions; Statista Singapore industry reports;

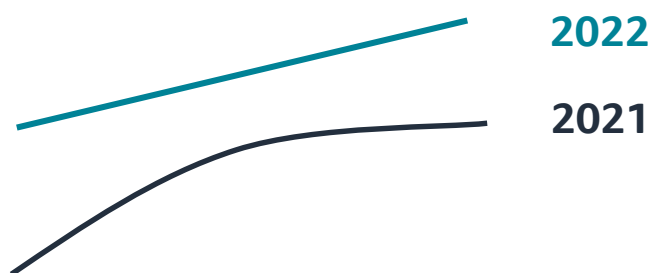
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# 2022 Amazon Singapore customer trends: Stable growth categories

**Smart home, smart living, Smart Nation** trends in Singapore will continue in 2022 as observed in the **PC/Computer Accessories** and **Smart Living/ Wireless** categories. Singapore customers are digitally savvy and love their gadgets with 99% household access to desktops/tablets/laptops<sup>1</sup>. We will likely see continued demand for smart phones, smart watches and fitness devices as well as their accessories. Work-from-home flexibility implemented by many companies<sup>2</sup> will likely continue to see stable growth for USB hubs, laptop stands and accessories<sup>3</sup>.

## Stable growth

Online shopping categories that have reached a new post-pandemic baseline with stable growth propelled by new enduring habits or trends



## Categories



**PC/Computer  
Accessories**



**Smart Living/  
Wireless**

Source: 1. IMDA, 2020: <https://www.imda.gov.sg/infocomm-media-landscape/research-and-statistics/Digital-Society>; 2. Channel News Asia, 2022: <https://www.channelnewsasia.com/singapore/crowds-office-areas-return-end-work-home-default-singapore-2412181>; 3. Internal Amazon Singapore data 2020 vs 2021 comparisons in sales performance, growth and product impressions;

# 2022 Amazon Singapore customer trends: High growth categories

**Personal hygiene and wellness at home** trends in Singapore will continue in 2022 as observed in the **Health & Personal Care** category. Health vigilance will likely continue in Singapore in 2022, with personal hygiene shooting up to the second most frequently bought items in the pandemic<sup>1</sup>. This will likely continue to drive high demand for face masks, detergents, vitamins and supplements and health measurement equipment. Aroma diffusers and scented oils will likely continue to see growth in 2022 with wellness-at-home habits continuing into the new year<sup>2</sup>.

## High growth

Online shopping categories with accelerated growth throughout the pandemic, and continue to show growth opportunities due to untapped demand



## Categories



**Health &  
Personal Care**

Source: 1. Statista, 2020: <https://www.statista.com/statistics/1129612/singapore-main-products-frequently-bought-from-e-commerce-sites-covid-19/> 2. Internal Amazon Singapore data 2020 vs 2021 comparisons in sales performance, growth and product impressions;

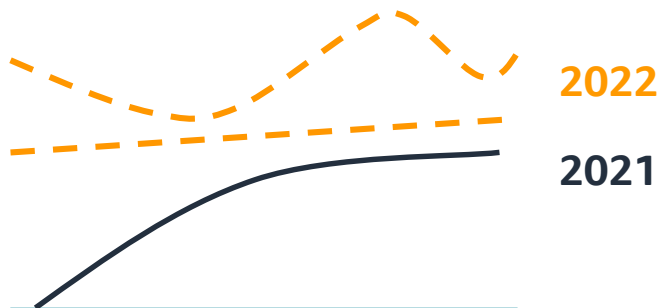
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# 2022 Amazon Singapore customer trends: New normal categories

At the start and throughout the pandemic, work-from-home trends in Singapore saw Singapore customers stock up on cooking supplies, baking supplies and USB cables and headsets<sup>1</sup>. As more Singapore companies encourage back-to-office flexible arrangements and less time is spent at home, **Home & Kitchen** and **Electronics** demand may reach **new norms** and be dependent on whether habits endure as Singaporeans return to office. The beauty category saw skincare trending in 2021. Depending on how often Singapore customers return to malls and offices, **make-up** could see a potential comeback<sup>2</sup>.

## New norms / externally-driven growth

Online shopping categories that have seen increased digitalization trends driving sales during the pandemic, however 2022 outlook may be uncertain due to external factors (work-from-home, vaccinated travel lanes) or the category may have reached a new baseline if habits endure.



## Categories



Beauty Supplies



Home/  
Household  
products



Kitchen Supplies



Electronics

# Popular products on Amazon Singapore

## Beauty Supplies



Face Wash



Face Moisturizer



Lotions



Hair Regrowth Treatment



Serums



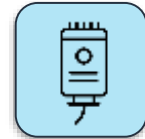
Shampoo



Masks



Creams

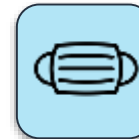


Body Groomers



Spot Treatment

## Health & Personal Care



Cloth Face Mask



Dishwashing



Scales



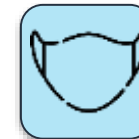
Disposable Diapers



Personal Supplements



Liquid Detergent



Procedure Masks



Scented Oil Diffuser



Toilet Tissues



Vitamins

## Household Products



Children's Lighting



Desk Lamps



Grow Your Own Kits



Hooded Bath Towels



Indoor -Outdoor



LED Strips



Markers



Mirrors



Night Lights



Printing and Stamping

## Kitchen Supplies



Barbecue Tongs



Basting Brushes



Blouses & Shirts



Drying Racks



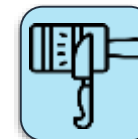
Food & Dish Transport



Hose Reels



Replacement Filters



Sharpening Stones



Sports Water Bottles



Supplement Shakers

Source: Amazon Singapore internal data 2021

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# Popular products on Amazon Singapore

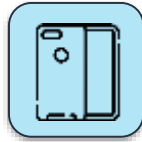
## Smart Living/Wireless



Activity Trackers



Basic Cases



Cases



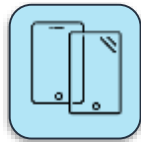
Main Chargers



Portable Power Bank



Replacement Bands



Screen Protectors



Screen Protector & Foil



SIM-Free & Unlocked Mobile Phone



Smartwatches

## PC/Computer Accessories



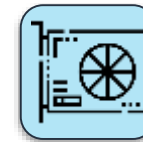
USB Hubs



Internal Solid State Drives



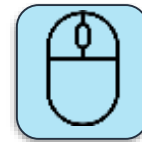
Laptop Stands



Graphic Cards



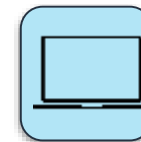
Graphic Tablets



Computer Mice



Monitors



Laptops

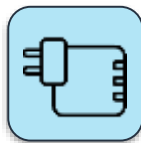


Micro SD Cards



Routers

## Electronics



Adapters



Continuous Output Lighting



External Cables



Extension Cords



Headsets



In-Ear Headphones



Lightning Cables



Over-Ear Headphones



Power Strips & Surge Protectors



USB Cables

Category spotlight:  
**Smart Living/  
Wireless**



Key trends and Singapore customer insights to watch



## Key trends that drive this category

**5G Network:** In 2021, the first 5G standalone network was launched in Singapore. High-speed internet opens up the possibility of smart devices that can improve day-to-day activities<sup>1</sup>

**Smart home:** Smart homes are on the rise. 59% Singapore customers use Smart home devices, mainly for entertainment in the form of smart speakers, TVs or streaming devices (39%), smart appliances (18%) and smart energy/lighting (17%)<sup>2</sup>

**Digital wellness:** Smart watches and fitness trackers are key products observing growth in the digital fitness category in Singapore<sup>3</sup>

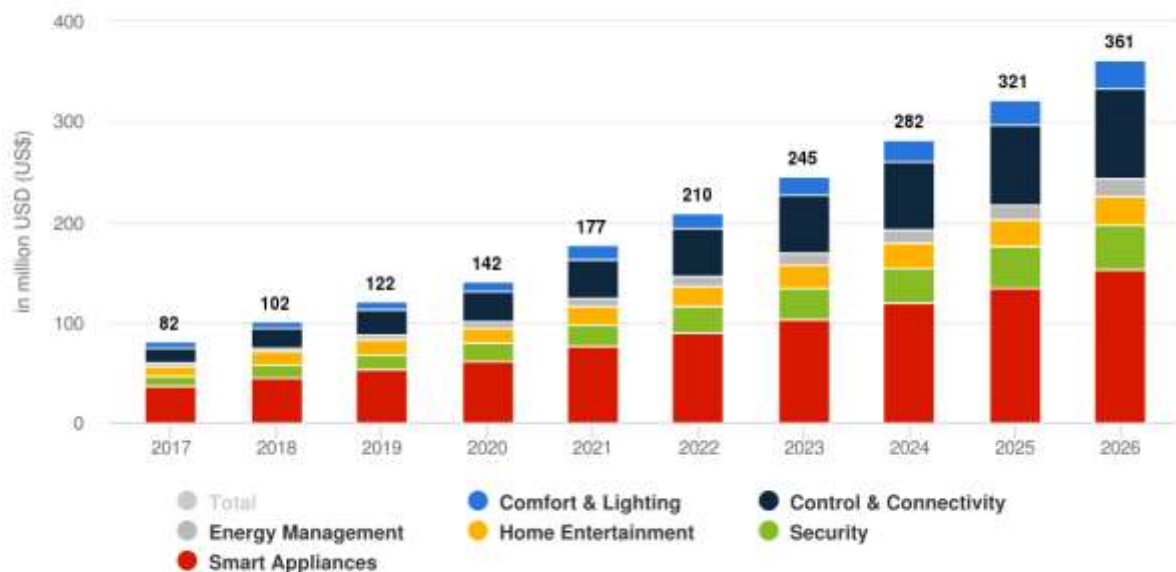
Source:

1. Today, 2021: <https://www.todayonline.com/singapore/explainer-singapores-first-5g-standalone-network-finally-here-whats-buzz-over-it-and-how>
2. Statista, 2021: Global Consumer Survey
3. Statista, 2021: Singapore Digital Fitness and Wellbeing devices

## Smart Living/Wireless: Singapore industry landscape

The Smart Home category is expected to reach 361 million USD by 2026. Considering the current moderate user penetration, long product replacement cycles and increasing 5G device connectivity, adoption will steadily grow in the next years. The digital fitness revenue sub-category is dominated by smart watches.

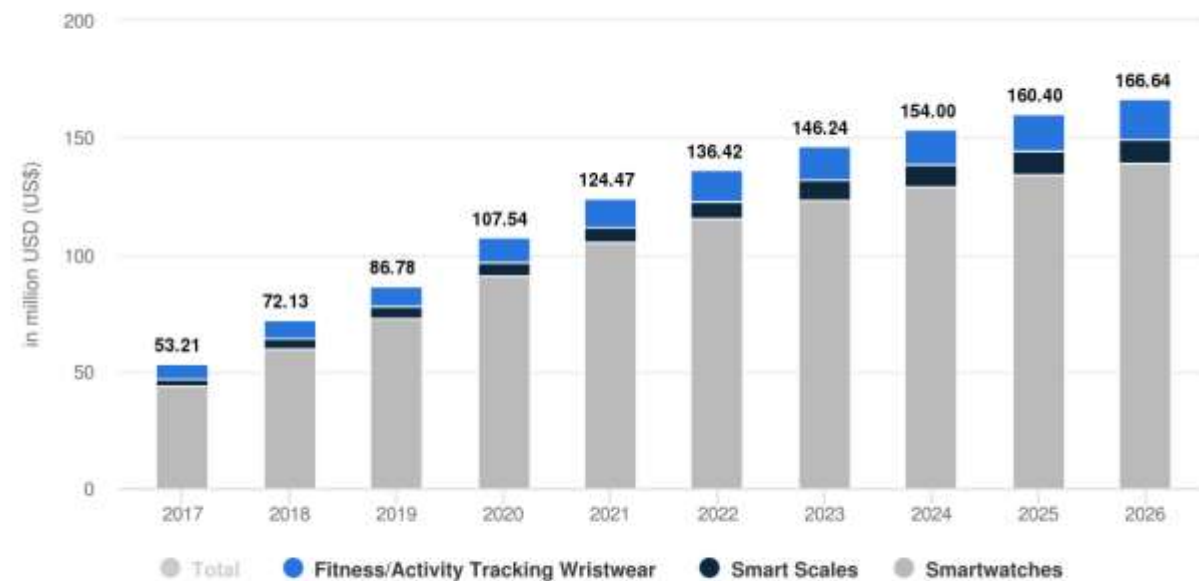
Smart Home - Revenue  
Singapore (million USD (US\$))



Source: Statista

statista

Digital Fitness & Well-Being Devices - Revenue by Segment  
Singapore (million USD (US\$))



Source: Statista

statista

# Did you know?

Source:

1. Kantar, 2018: <https://www.ceotodaymagazine.com/2018/02/how-to-extend-the-lifespan-of-your-smartphone/>
2. Google Shopping research, 2021
3. CNBC, 2019: <https://www.cnbc.com/2019/05/17/smartphone-users-are-waiting-longer-before-upgrading-heres-why.html>
4. Statista Digital Market Outlook, 2010 to 2025
5. CNET 2021: an average user has at least 3.3 connected devices, one of the highest in the world.
6. GovInsider, 2020: <https://govinsider.asia/citizen-centric/how-singapore-is-using-wearables-to-design-health-campaigns-hpb/>

- In the US, the average American upgrades their smart phone every 24 months. In Singapore, the **average Singapore customer upgrades their smartphone every 12 months**<sup>1</sup>. For the Singapore customer, the upgrade cycle is the primary reason for purchase of consumer electronics.<sup>2</sup> The lifecycle of smart phones in Singapore will likely increase in line with global trends due to more SIM-only plans, and pricier new phone models.<sup>3</sup>
- Singapore has the highest smartphone adoption rate in the world. The current smartphone **penetration rate in Singapore in 2020 was 88.4%**, projected to reach **93.4% in 2025**.<sup>4</sup>
- The average Singapore customer has **3.3 connected devices, one of the highest in the world**.<sup>5</sup>
- The Health Promotion Board in Singapore actively promotes the usage of smart watches and fitness trackers for Singapore residents to keep fit and get rewarded<sup>6</sup>

## Category spotlight: Smart Living/ Wireless



Key trends and Singapore customer insights to watch

### Popular products<sup>1</sup>

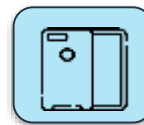
#### Smart Living/Wireless



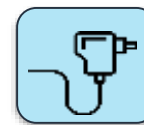
Activity Trackers



Basic Cases



Cases



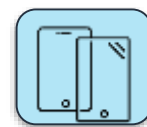
Main Charge



Portable Power Bank



Replacement Bands



Screen Protectors



Screen Protector & Foil



SIM-Free & Unlocked Mobile Phone



Smartwatches

amazon.sg

In terms of sales, smartwatches and activity trackers dominate this category. High growth items include phone cases, and phone/watch accessories (chargers, replacement bands).

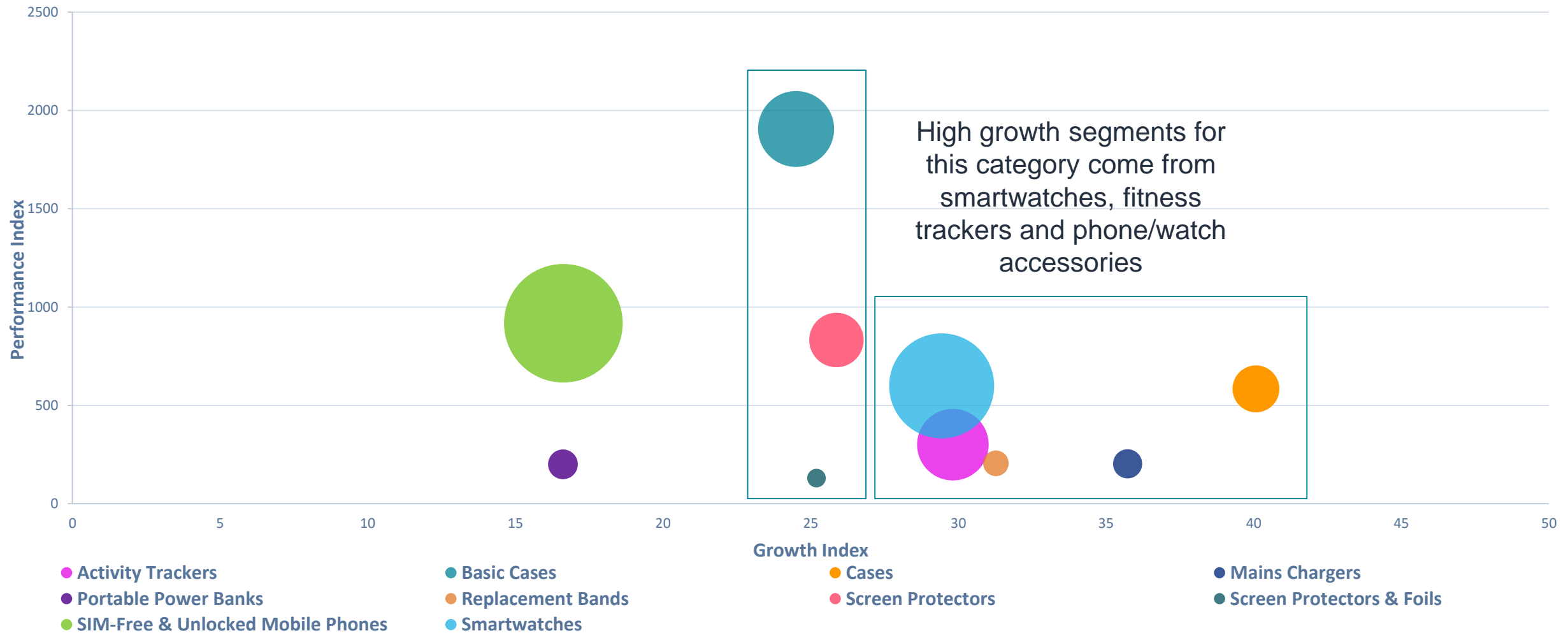


Source:

1. Internal Amazon Singapore data Jan-Dec 2021
2. IPSOS SG customer study, 2021

## Category spotlight:

# Smart Living/ Wireless: Product types by sales performance index and growth index



1. Sales performance is measured by sales volume, units sold and product impression views from Jan-Dec 2021 Amazon Singapore data

2. Growth performance is measured by year-on-year changes in sales volume, units sold and product impression views from Jan-Dec 2020 vs Jan-Dec 2021

3. Size of bubbles reflect indexed revenue of item compared to others in same category

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Category spotlight:  
**PC/Computer  
Accessories**



Key trends and Singapore customer insights to watch



## Key trends that drive this category

**Smart nation:** In 2020, 99% of households with children under 15 years old in Singapore had access to either a desktop, laptop, or tablet<sup>1</sup>

**Work from home/hybrid work:**  
From Jan 2022, many office workers will enjoy office-home flexibility arrangements with 87% of Singapore employers allowing their staff to work from home, compared to the global average of 79%<sup>2</sup>

Source:

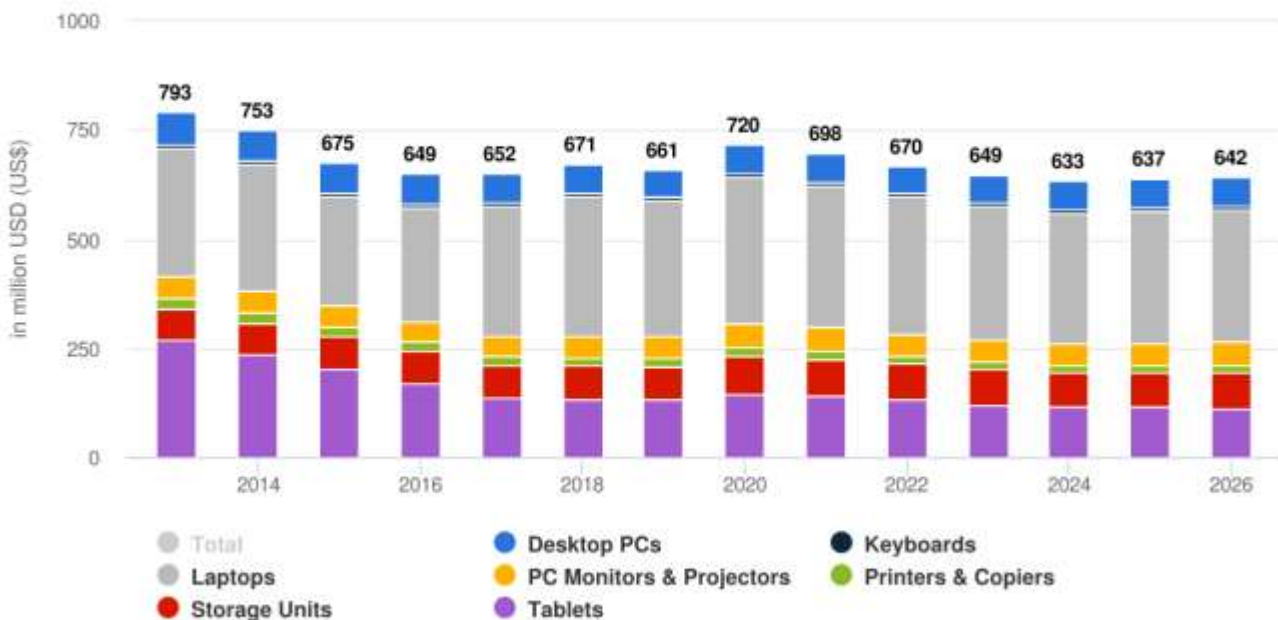
1. IMDA, 2020: <https://www.imda.gov.sg/infocomm-media-landscape/research-and-statistics/Digital-Society>
2. Channel News Asia, 2022: <https://www.channelnewsasia.com/singapore/crowds-office-areas-return-end-work-home-default-singapore-2412181>

Category spotlight:

## PC/Computer Accessories: Singapore industry landscape

The PC and Computer Accessories category is a stable growth category in Singapore. The existing high adoption of computers, tablets and laptops is reaching saturation point, so shifts to mobile/wireless devices and online purchases are key trends to watch. Online revenue share, is still increasing from 19.7% in 2021 to a projected 37% by 2025.

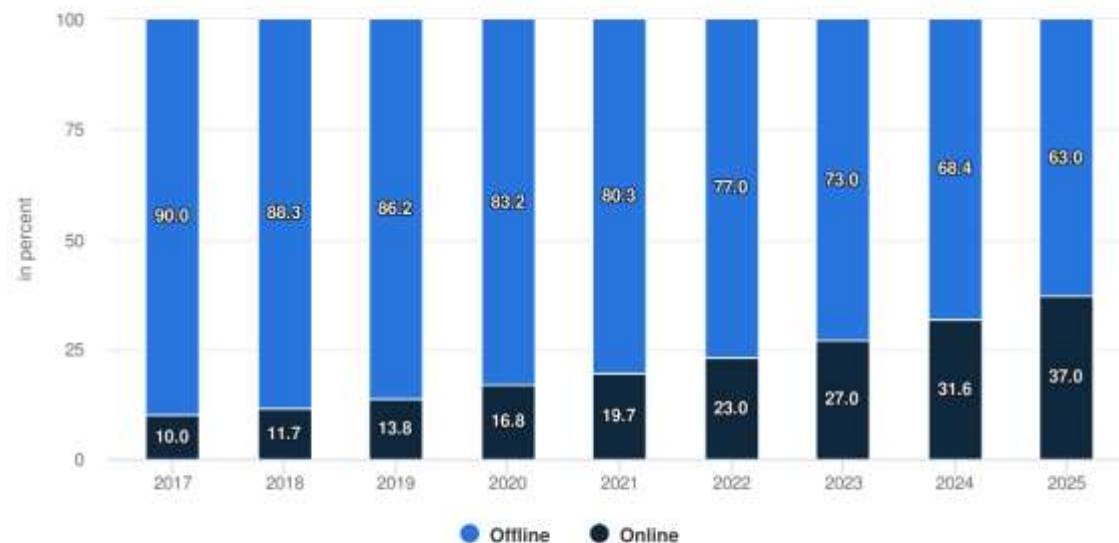
Computing - Revenue by Segment  
Singapore (million USD (US\$))



Source: Statista

statista

Computing - Online Revenue Share  
Singapore (percent)



Source: Statista

statista

Source: Statista, 2021

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Category spotlight:  
**PC/Computer Accessories**



Key trends and Singapore customer insights to watch

Popular products<sup>1</sup>

PC/Computer Accessories



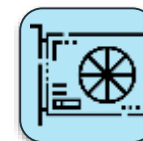
USB Hubs



Internal Solid State Drives



Laptop Stands



Graphic Cards



Graphic Tablets



Computer Mice



Monitors



Laptops



Micro SD Cards



Routers



**amazon.sg**

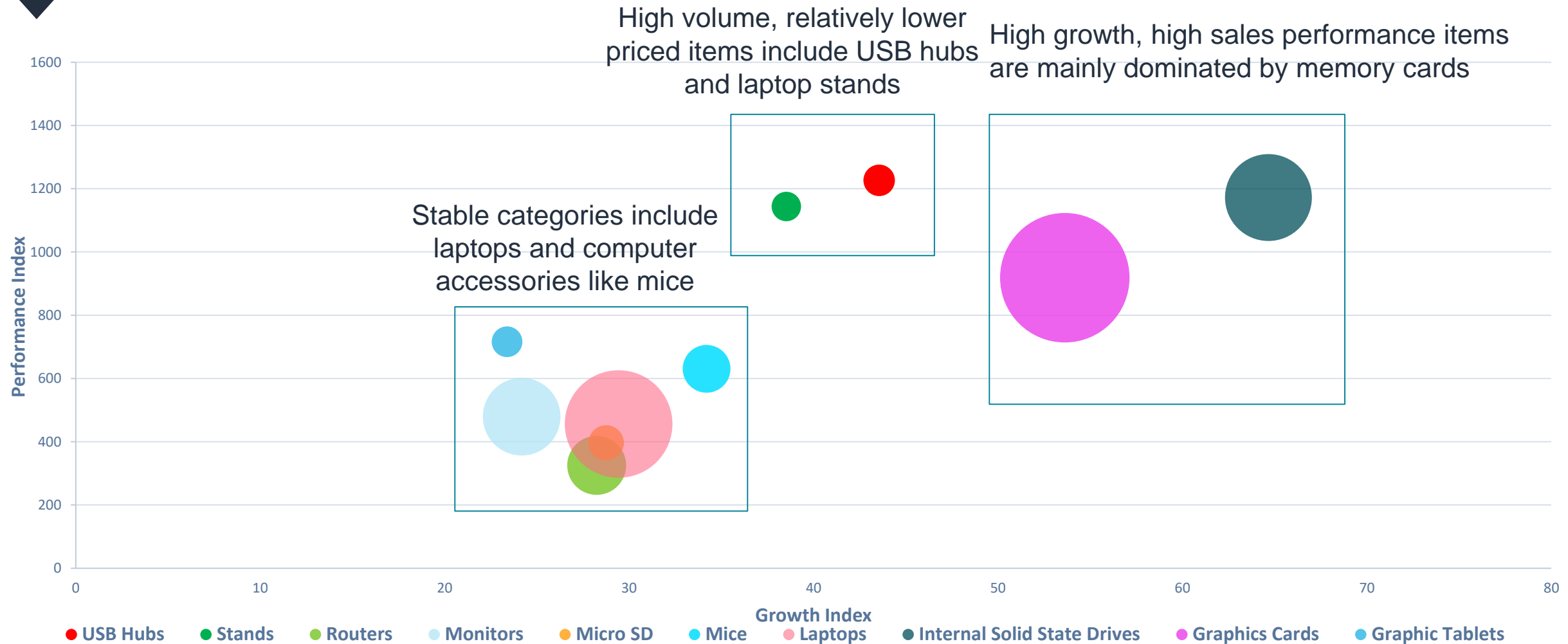
In terms of sales, laptops and storage devices dominate this category. High growth items include graphic cards and internal Solid State Drives (SSDs).

Did you know that Amazon SG customers are more likely to be tech-savvy/early tech adopters<sup>2</sup>?

Source:

1. Internal Amazon Singapore data Jan-Dec 2021
2. IPSOS SG customer study, 2021

## PC/Computer Accessories: Product types by sales performance index and growth index



1. Sales performance is measured by sales volume, units sold and product impression views from Jan-Dec 2021 Amazon Singapore data
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3. Size of bubbles reflect indexed revenue of item compared to others in same category

Category spotlight:

# Health & Personal Care



Key trends and Singapore customer insights to watch

Source:

1. Statista, 2020:  
<https://www.statista.com/statistics/1129612/singapore-main-products-frequently-bought-from-e-commerce-sites-covid-19/>
2. Channel News Asia, 2021:  
<https://www.channelnewsasia.com/watch/145-new-gyms-opened-last-six-months-increase-membership-sign-ups-others-video-2008126>



## Key trends that drive this category

**Personal and public hygiene:** Mask mandates and vigilance towards COVID 19 new variants will see continued high demand for personal hygiene and health products. The start of the pandemic in 2020 saw personal hygiene shoot up to the second most frequently bought items online in Singapore<sup>1</sup>

### **Fitness & health consciousness:**

Despite Singapore's small size, the Singapore populace is very health conscious, spurred on further by the pandemic. Even in the pandemic during the 1H 2021, 176 new gyms popped up in Singapore with rising demand for gym memberships<sup>2</sup>. This also has spillover effects to supplements and vitamins, and health scales demand.

Category spotlight:  
**Health &  
Personal Care**

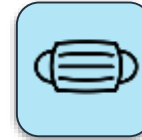


Key trends and Singapore customer insights to watch

Source:

1. Statista, 2020:  
<https://www.statista.com/statistics/1129612/singapore-main-products-frequently-bought-from-e-commerce-sites-covid-19/>
2. Channel News Asia, 2021:  
<https://www.channelnewsasia.com/watch/145-new-gyms-opened-last-six-months-increase-membership-sign-ups-others-video-2008126>

## Popular products<sup>1</sup>



Cloth Face Mask



Dishwashing



Scales



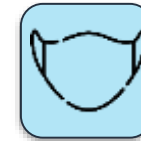
Disposable Diapers



Personal Supplements



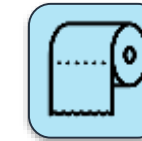
Liquid Detergent



Procedure Masks



Scented Oil Diffuser



Toilet Tissues



Vitamins

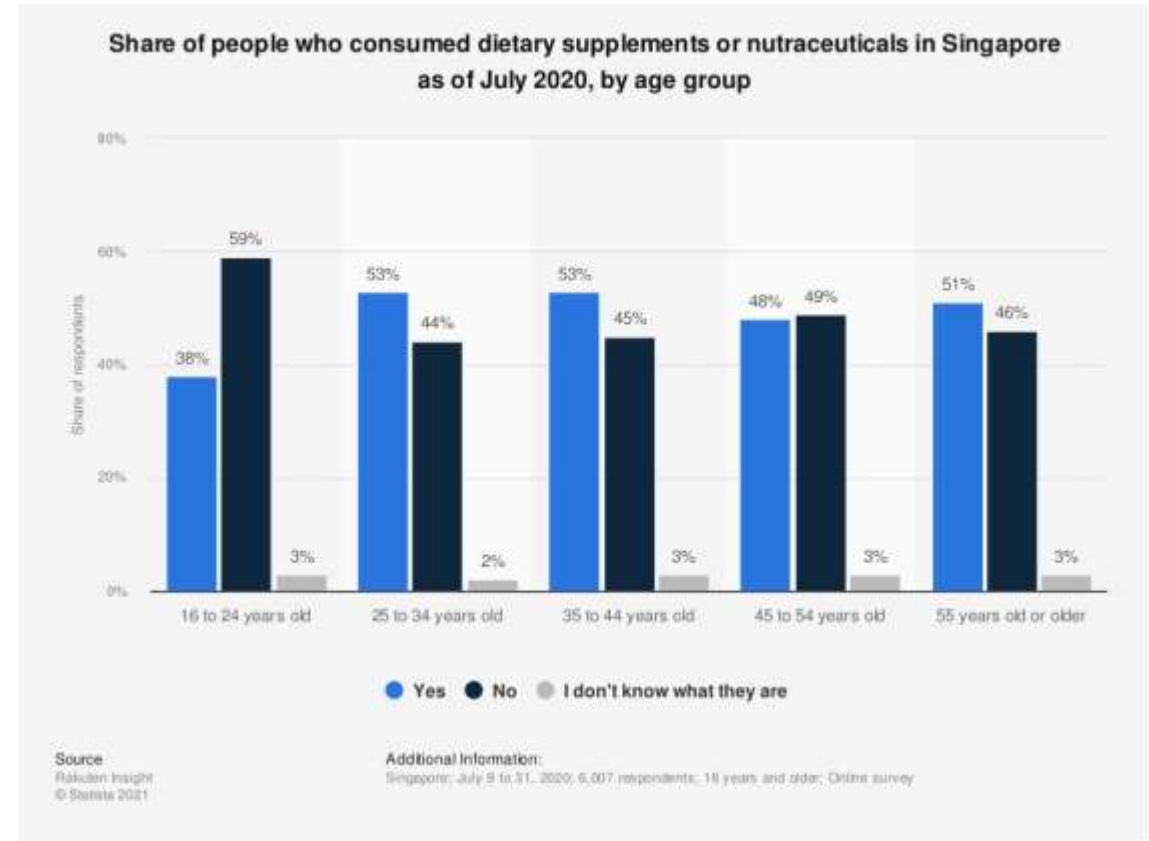
**amazon.sg**

**Vitamins, fabric face masks, cleaning detergents and toilet tissues form the bulk of growth and performance of this category.**



## Supplements are taken in Singapore evenly across all age groups.

Did you know?



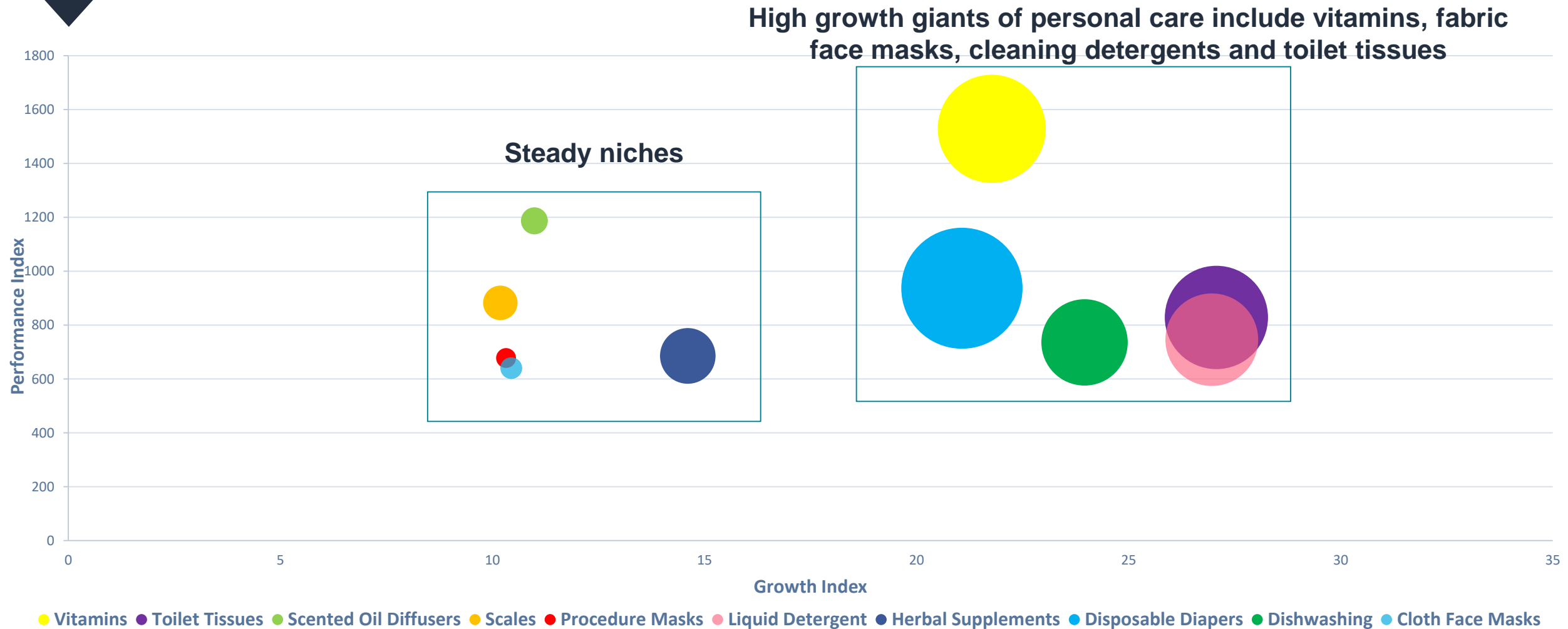
Source:

1. Rakuten, 2020: <https://insight.rakuten.com/inquiry/>

2 Statista, 2020: 2,974 respondents; 16 years and older; among 1,779 female and 1,195 male respondents who consumed dietary supplements; Online survey

- **53 percent of respondents between 25 to 34 years old and between 35 to 44 years old respectively, stated that they took dietary supplements (vitamins or herbal supplements)<sup>1</sup>**
- **64% males and 67% females take supplements daily<sup>2</sup>**

## Health & Personal Care: Singapore industry landscape



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3. Size of bubbles reflect indexed revenue of item compared to others in same category

Category spotlight:

## Beauty supplies



Key trends and Singapore customer insights to watch

### Key trends that drive this category

**Opening up of social activities:** From Jan 2022, Singapore will no longer default to work-from-home as the norm, which possibly could drive make-up categories upwards, while skincare has reached a new-norm following wellness trends in 2021.

#### 5 key beauty trends drive demand:

- Clean beauty
- Products with Asian ingredients/K Beauty
  - Indie Brands
- Specific skincare needs
  - Men's skincare

Source:

1. Channel News Asia, 2022:  
<https://www.channelnewsasia.com/singapore/work-home-return-office-1-jan-vds-2378516>

# Singapore beauty industry trends to watch<sup>1</sup>



## CLEAN BEAUTY

**Greater awareness of organic and natural products that are ethical and sustainable. 35.6% of Singapore customers believe that products derived from natural ingredients are more effective<sup>2</sup>**



## PRODUCTS WITH ASIAN INGREDIENTS

## Korean products and other Asian skincare brands are gaining traction



## INDIE BRANDS

**Independent brands continue to thrive- as customers seek ways to express their individuality, originality and authenticity.**

Source: 1. International Trade Administration, 2021: <https://www.trade.gov/market-intelligence/singapores-beauty-and-personal-care-market>;  
2. Statista, 2020: <https://www.statista.com/statistics/1219050/singapore-perceptions-on-effectiveness-of-natural-skincare-products/>

# Singapore beauty industry trends to watch



## SPECIFIC SKIN NEEDS

Since the pandemic, there is a rise in acne and skin issues associated with wearing masks. More interest in skincare infused with probiotics and vitamins.



## MEN'S SKINCARE

Men are spending more on skincare, some as high as USD 296/month on grooming

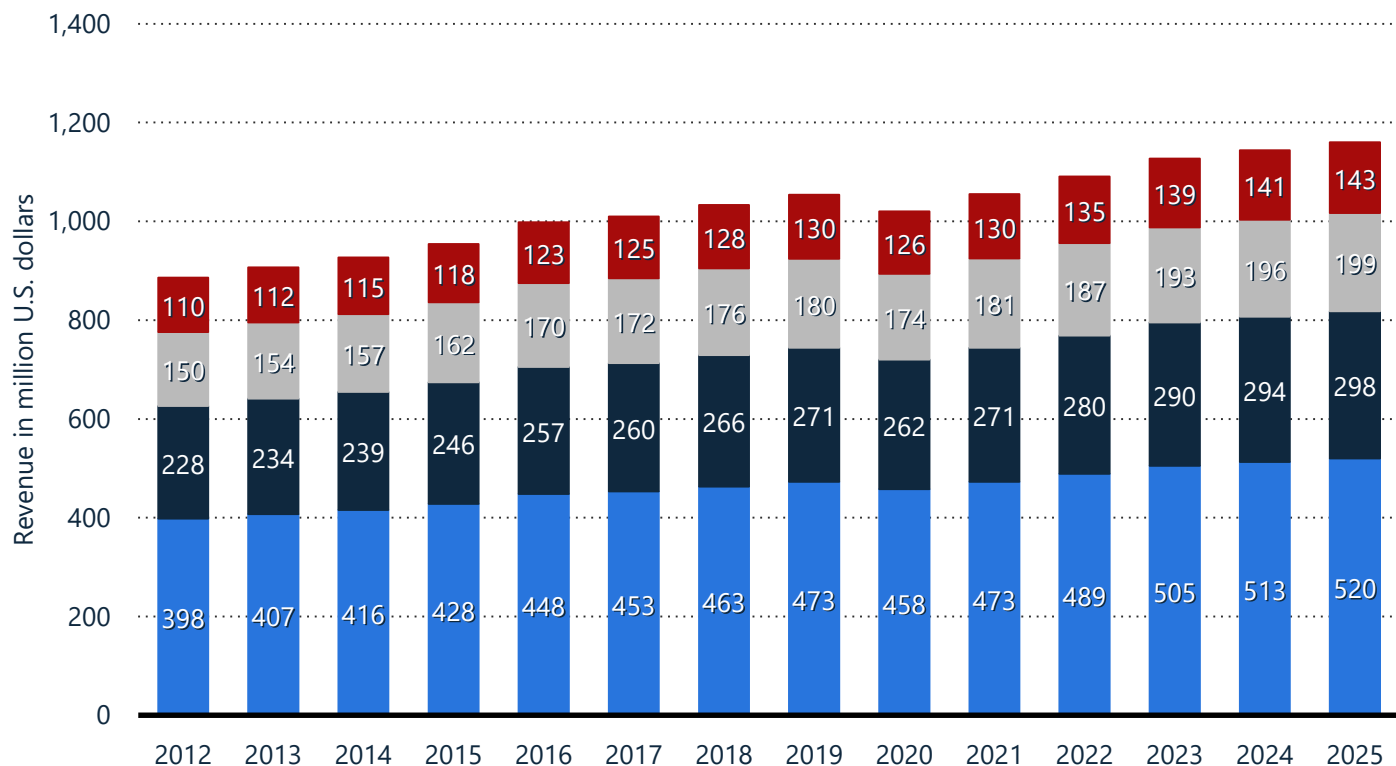
Source: International Trade Administration, 2021: <https://www.trade.gov/market-intelligence/singapores-beauty-and-personal-care-market>

## Category spotlight:

# Beauty supplies: Singapore industry landscape

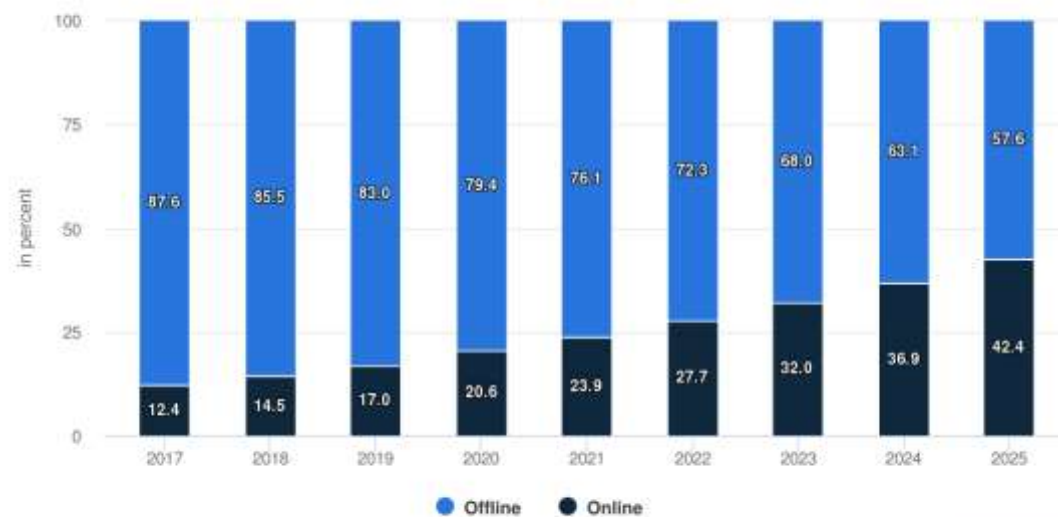
The beauty category in Singapore is growing year-on-year despite a drop in 2020 due to the impact of the pandemic. While growth trends for make-up and cosmetics will depend heavily on the gradual opening up of office and social activities, online growth is still strong with online revenue share expected to reach 42.4% by 2025. Singapore shoppers are premium shoppers, with most spending SGD 50 – SGD 199 on skincare per shopping trip. 60% spend from SGD 50 - SGD 199 on make up per shopping trip.

Personal care Skin Care Cosmetics Fragrances



Beauty & Personal Care - Online Revenue Share

Singapore (percent)



Source: Statista

statista

Source(s): Statista Consumer Market Outlook; Statista; ID 1222662

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Category spotlight:

## Beauty supplies



Key trends and Singapore customer insights to watch

## Popular products<sup>1</sup>

### Beauty Supplies



Face Wash



Face  
Moisturizer



Lotions



Hair Regrowth  
Treatment



Serums



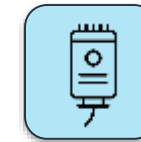
Shampoo



Masks



Creams



Body  
Groomers



Spot Treatment

amazon.sg

The category is dominated by skincare and haircare products in 2021. Given more Singapore customers will likely return to offices, travel and social activities in 2022, makeup could see a comeback.

The top 3 skincare and beauty drivers of purchase are: 1) deals and discounts 2) recommendations from others 3) wanting to try a new brand<sup>2</sup>. Compared to other categories, recommendations are much stronger driver of purchase, hence sellers should prioritize maintaining positive and helpful reviews for this category.



Source:

1. Amazon Singapore 2020-2021 internal data
2. Google Shopping data, 2021

## Category spotlight:

# Beauty supplies: Product types by sales performance index and growth index



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3. Size of bubbles reflect indexed revenue of item compared to others in same category

Category spotlight:

## Home/ Household products



### Key trends that drive this category

**Smart Lighting** : Technology advancements have lowered the cost of LED lights which are more energy efficient as well. Increasing disposable income has also created demand for LED smart lights that come in various brightness levels and colours, and that can be controlled via smart home apps. <sup>1</sup>

Key trends and Singapore customer insights to watch

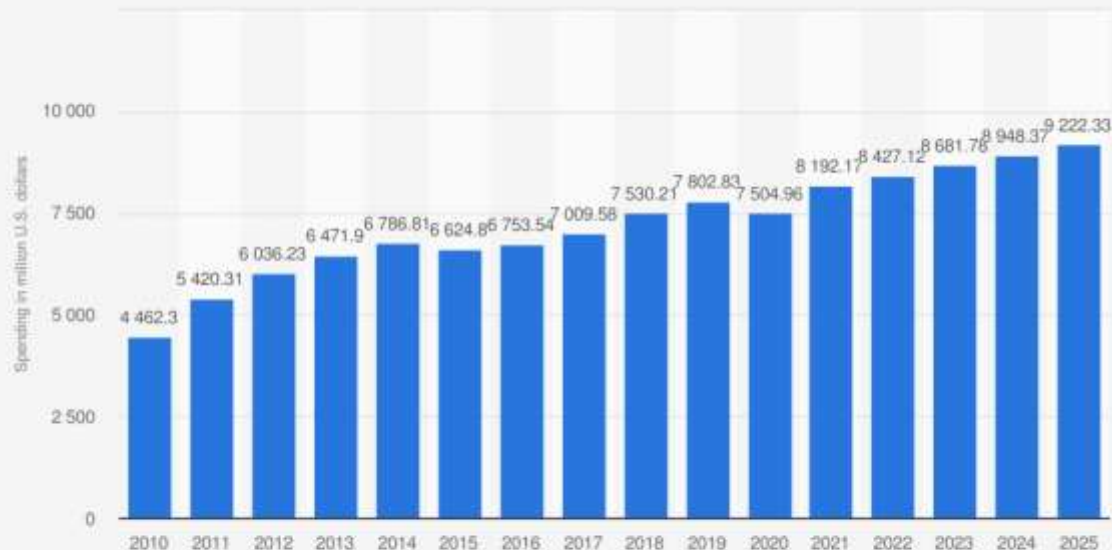
Source:

1. Yahoo, 2021: <https://sg.news.yahoo.com/smart-lighting-market-growth-trends-162000460.html>

## Home/Household Products: Singapore industry landscape

The Home/Household product category is an externally-driven growth category tied to the pandemic work-from-home trends. Overall, the household equipment and routine maintenance category is still expected to increase till 2025. The lightings sub-category is a fast growing sub-category with revenue expected to double by 2025 from 2021 revenue, and annual growth rate (CAGR 2022-2025) of 19.08%. Online penetration of total revenue will increase from 21.5% in 2021 to 34.5% by 2025 in the lighting sub-segment.

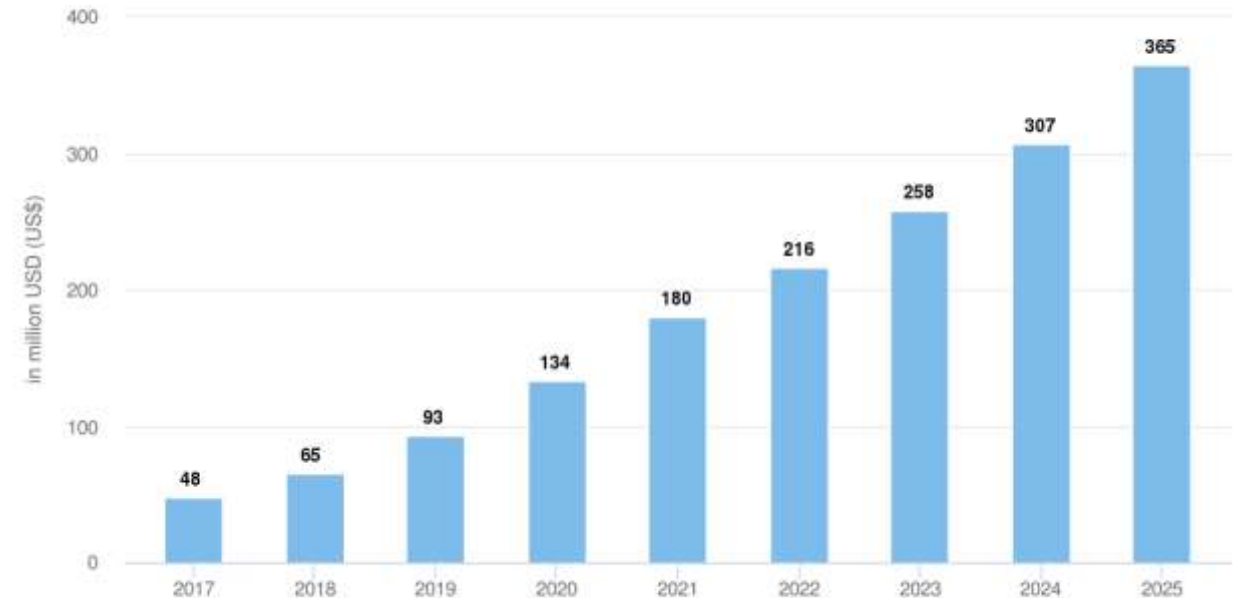
Forecast of the total consumer spending on furnishings, household equipment and routine maintenance of the house in Singapore from 2010 to 2025 (in million U.S. dollars)



Source:  
Statista  
© Statista 2021

Additional Information:  
Singapore, 2010-2019; All values are estimates.

Lamps & Lighting - Revenue  
Singapore (million USD (US\$))



Source: Statista

statista

Category spotlight:

# Home/ Household products



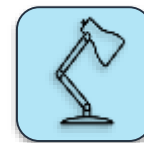
Key trends and Singapore customer insights to watch

## Popular products<sup>1</sup>

### Household Products



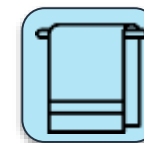
Children's Lighting



Desk Lamps



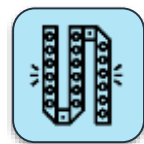
Grow Your Own Kits



Hooded Bath Towels



Indoor -Outdoor mat



LED Strips



Car Markers



Mirrors



Night Lights



Printing and Stamping

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Lighting solutions dominate top performers in this category. With more time spent at home, indoor growth kits for plants is a new entrant.

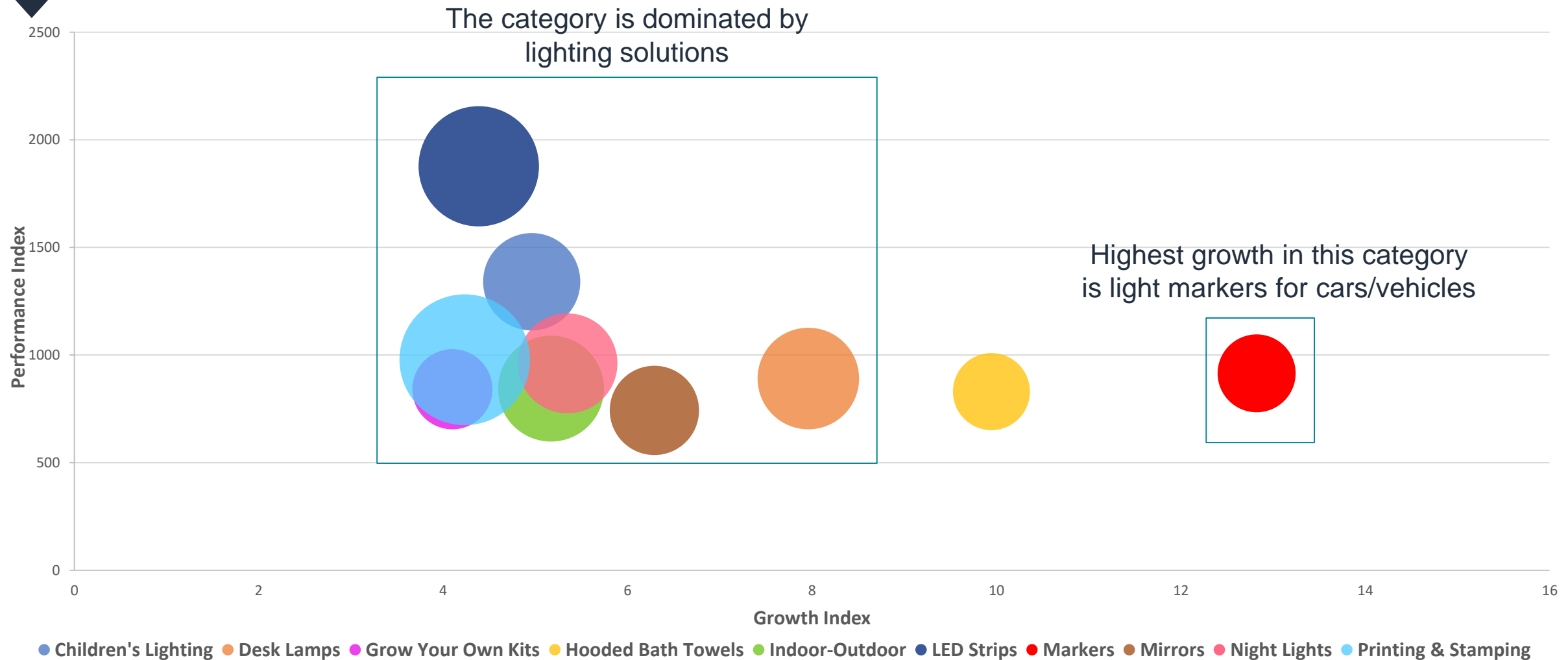


Source:

1. Internal Amazon Singapore data Jan-Dec 2021
2. IPSOS SG customer study, 2021

## Category spotlight:

# Home/Household Products: Product types by sales performance index and growth index



1. Sales performance is measured by sales volume, units sold and product impression views from Jan-Dec 2021 Amazon Singapore data

2. Growth performance is measured by year-on-year changes in sales volume, units sold and product impression views from Jan-Dec 2020 vs Jan-Dec 2021

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Category spotlight:

## Kitchen Supplies

Key trends and Singapore customer insights to watch



### Key trends that drive this category

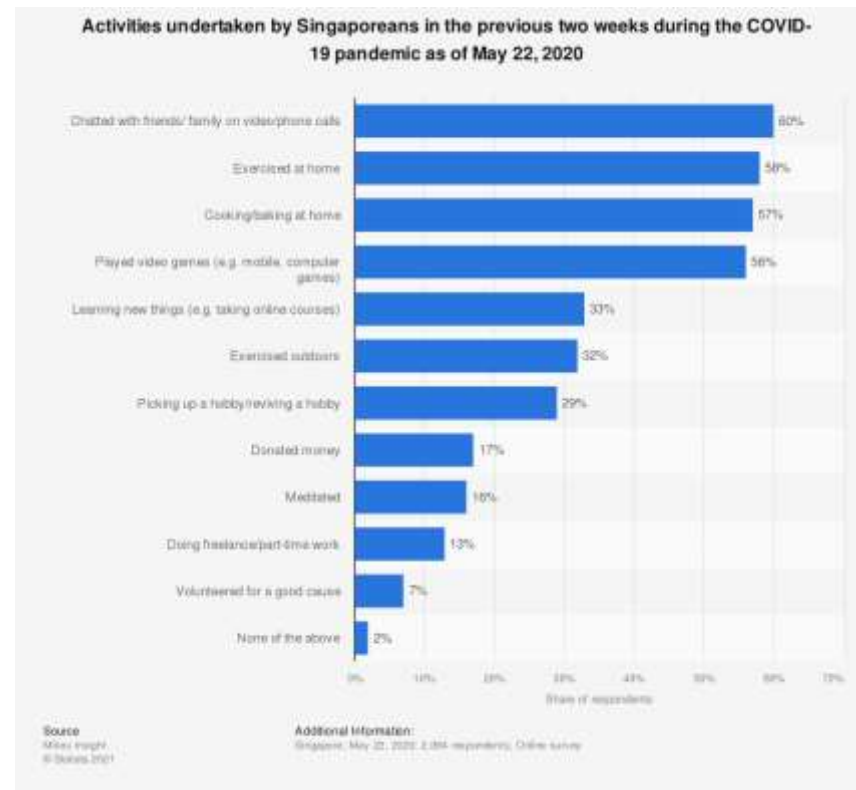
**Aspiring Home Cooks:** Due to lockdown restrictions, most Singaporeans sought ways to find entertainment which included picking up new skills (33%) or cooking/baking (57%).<sup>1</sup> As more of the Singapore workforce returns to the office in 2022 (up to 50% from Jan 2022), these hobbies may see new norms of growth.

Source:

1. Statista, 2021

## Kitchen Supplies: Singapore trends

The Kitchen Supplies category gained popularity due to the pandemic with 57% of Singaporeans spending their lockdown experimenting in the kitchen and 58% exercising at home. With more people returning to the office due to hybrid working arrangements, these hobbies could form a new normal purchase pattern in 2022.



Category spotlight:

# Kitchen Supplies



Key trends and Singapore customer insights to watch

## Popular products<sup>1</sup>

### Kitchen Supplies



Barbecue Tongs



Basting Brushes



Blouses & Shirts



Drying Racks



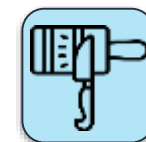
Food & Dish Transport



Hose Reels



Replacement Filters



Sharpening Stones



Sports Water Bottles



Supplement Shakers

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In terms of sales performance index, sports water bottles dominate this category. High growth items include food & dish transport and cooking accessories such as barbecue tongs.

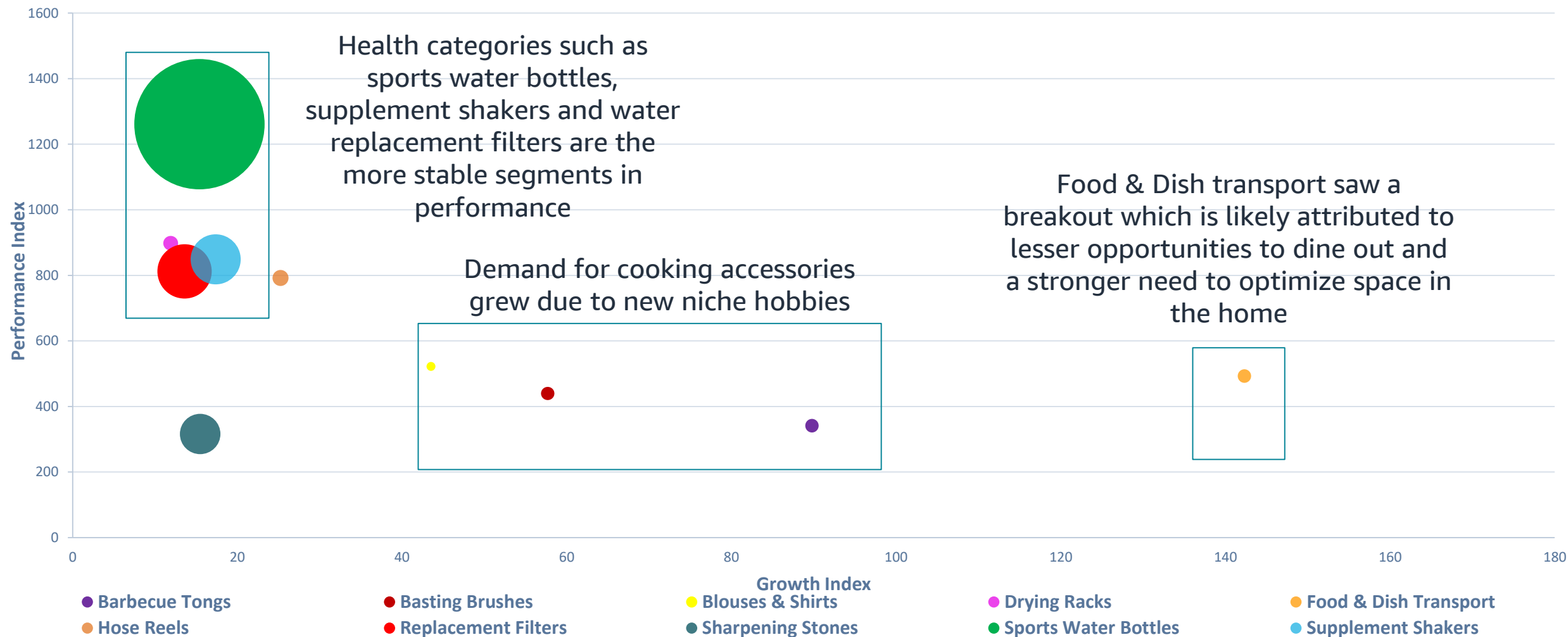


amazon.sg

Source:

1. Internal Amazon Singapore data Jan-Dec 2021
2. IPSOS SG customer study, 2021

## Kitchen Supplies: Product types by sales performance index and growth index



1. Sales performance is measured by sales volume, units sold and product impression views from Jan-Dec 2021 Amazon Singapore data
2. Growth performance is measured by year-on-year changes in sales volume, units sold and product impression views from Jan-Dec 2020 vs Jan-Dec 2021
3. Size of bubbles reflect indexed revenue of item compared to others in same category

## Category spotlight: **Electronics**



Key trends and Singapore customer insights to watch

### Key trends that drive this category



#### **Work from home/hybrid work:**

From Jan 2022, many office workers will enjoy office-home flexibility arrangements with up to 50% returning to the office <sup>1</sup>



#### **Entertainment at home:**

With travel lanes opening up but on a limited basis as of Q1 2022, entertainment at home trends are likely to persist, with music and gaming also driving demand for headsets.

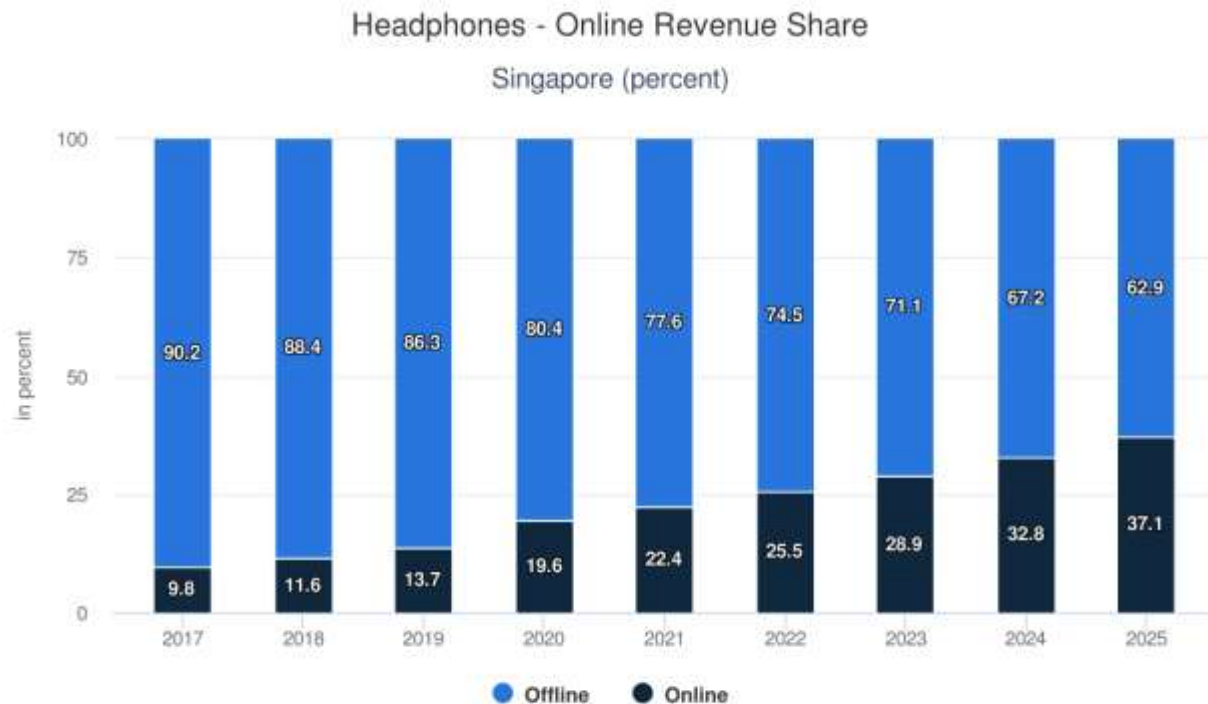
Source:

1. Channel News Asia, 2022:

<https://www.channelnewsasia.com/singapore/work-home-return-office-1-jan-vds-2378516>

## Electronics: Singapore industry landscape

The Electronics category was driven by work-from-home trends due to the pandemic. With more companies encouraging hybrid work arrangements, the demand for home office accessories, cable management and devices such as headphones could reach a new norm. For headphones, online revenue share is expected to grow to 37% of total revenue by 2025.



Source: Statista

statista

As gaming is on the rise in Singapore, headsets and headphones for gaming accessories are opportunities to capture. 41% Singapore gamers play daily with 51% reported to spend more due to COVID-19 on gaming.

## Category spotlight: **Electronics**



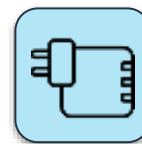
Key trends and Singapore customer insights to watch



Source:

1. Internal Amazon Singapore data Jan-Dec 2021

### Popular products<sup>1</sup>



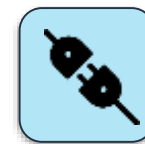
Adapters



Continuous Output  
Lighting



External  
Cables



Extension  
Cords



Headsets



In-Ear  
Headphones



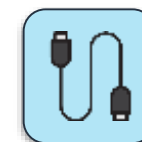
Lightning Cables



Over-Ear  
Headphones



Power Strips  
& Surge  
Protectors



USB Cables



amazon.sg

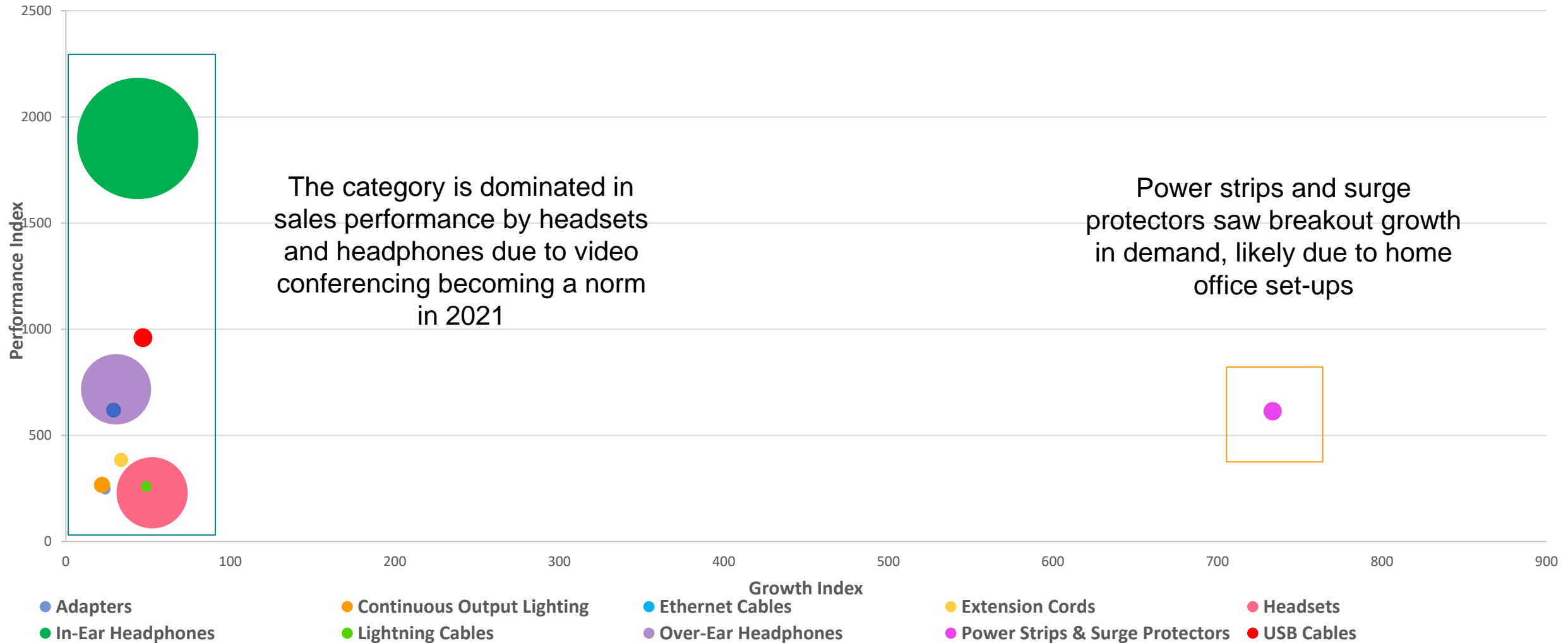
In terms of sales, headsets and over-ear headphones dominate this category. High growth items include power strips & surge protectors.



amazon.sg

## Category spotlight:

# Electronics: Product types by sales performance index and growth index



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