



Euromonitor
International

Limited-Service Restaurants in Singapore

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Value and localisation

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Consumer Foodservice in Singapore - Industry Overview

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Stability in a challenging environment

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Customer spending shapes a more selective foodservice recovery in 2025

Convenience-led fulfilment gains momentum with delivery and takeaway reshaping routine consumption

Experiences and loyalty programmes emerge as key levers for differentiation in a value-conscious market

WHAT'S NEXT?

Foodservice growth expected to remain modest as consumers stay value conscious

Innovation shifts toward fulfilment efficiency, leaner formats and operational simplification

Health and transparency expected to gain influence as sustainability progresses more gradually

COMPETITIVE LANDSCAPE

McDonald's maintains market leadership through scale, value positioning and strong digital engagement

International brands: Chagee, Luckin Coffee and Mixue stand out as the most dynamic operators in 2025

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