

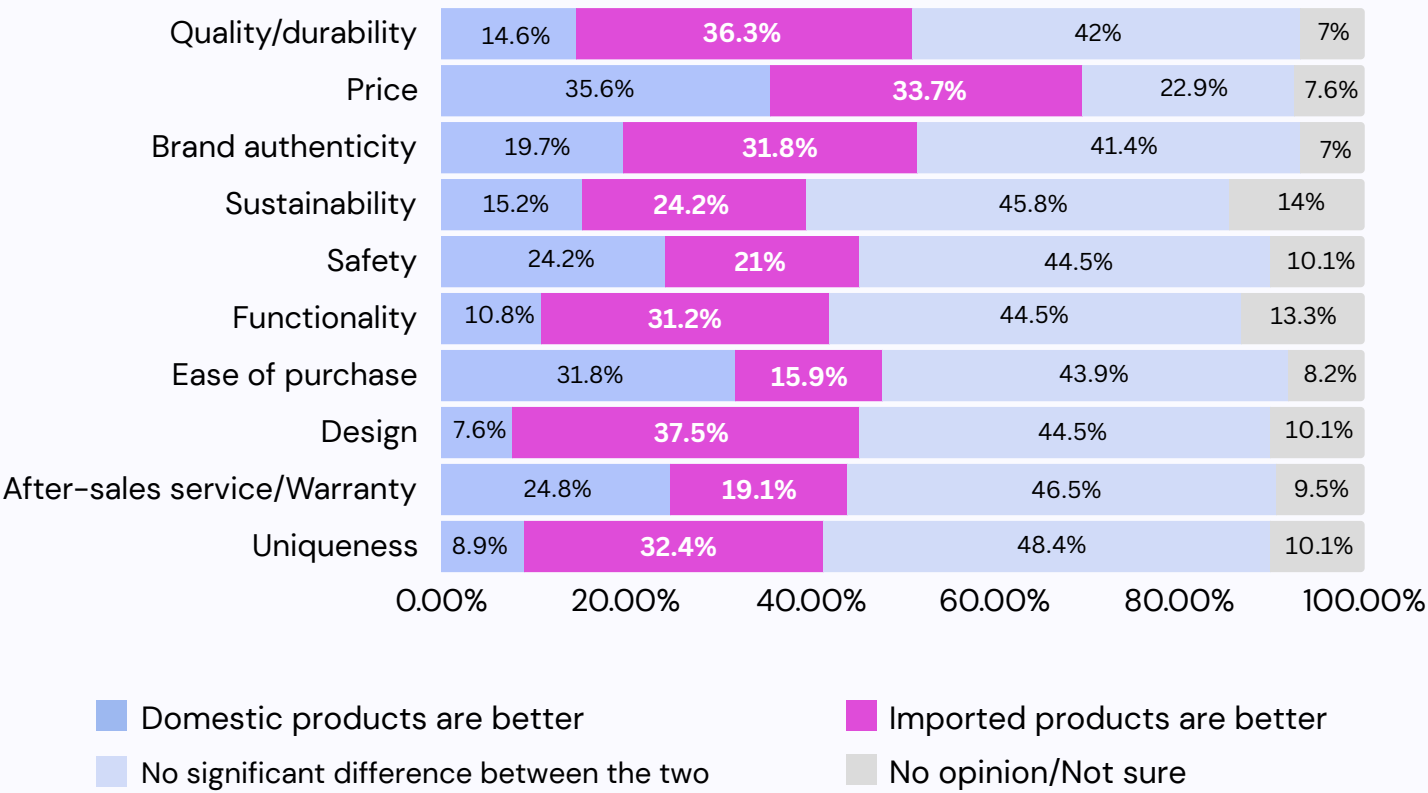


# Exploring the Singaporean Market: Insights on Consumer Behavior Toward Imported Products

This report analyzes the differences in perceptions between domestic and imported products, the categories of imported products that consumers have experience purchasing, and the countries of origin that are highly recommended to family and friends.

## DOMESTIC PRODUCTS VS. IMPORTED PRODUCTS

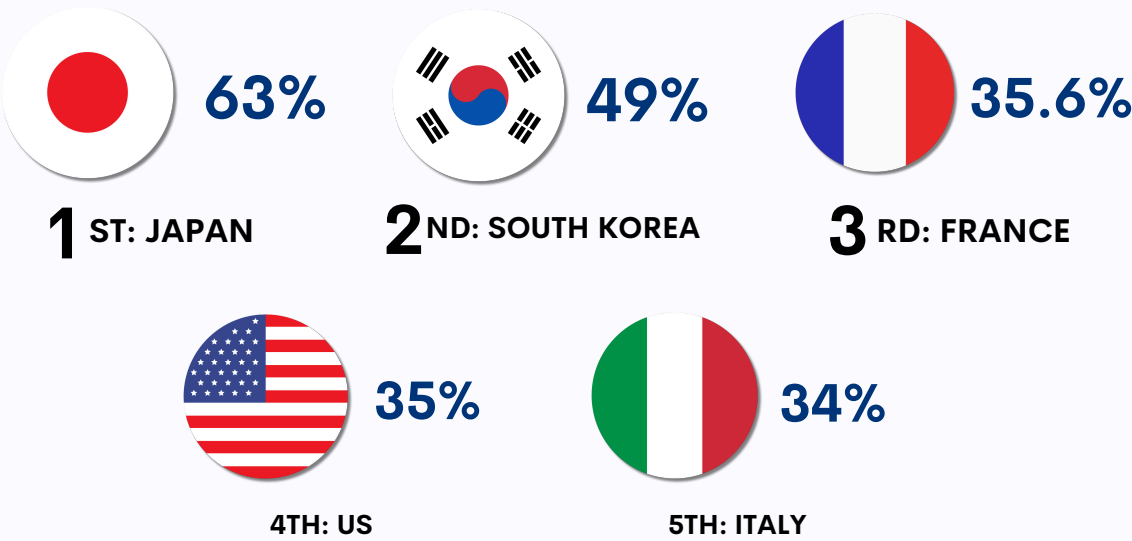
- ✓ In all categories except for "price," the majority of respondents believe there is no significant difference between domestic and imported products.
- ✓ Regarding "price," both categories occupy a similar proportion of responses.
- ✓ This suggests that Singapore has a balanced market where consumers can freely choose between domestic and imported products.



## TOP 5 EXPORTING COUNTRIES OF HIGHLY RECOMMENDED IMPORTED PRODUCTS

\*Multiple-answer question

Japan stands out as the most recommended country, followed by South Korea, France.



\*Calculated based on the percentage of respondents who answered "Very highly recommend," "Highly recommend," or "Recommend."

## CATEGORIES OF IMPORTED PRODUCTS WITH PURCHASE EXPERIENCE

\*Multiple-answer question

Consumers show a particularly strong interest in grocery, clothing, and electronic appliances, which lead the overall consumption trends.

