

# Superbrands

SINGAPORE



2019 Consumer survey



BVA BDRC is an international consumer insight consultancy, conducting research in over 80 countries



Survey-based research to deliver market & consumer insights, applied to key areas of marketing, sales, and strategy:



**Product development:** concept & product testing, ideation, usability testing



**Market development:** market segmentation, market entry, category development



**Brand management:** brand equity / image analysis & tracking, communications & media



**Sales / distribution:** consumer path to purchase, shopper insight, trade research



# Superbrands Survey 2019



**86 categories** evaluated



**1,500 consumers** surveyed  
in Singapore



**Survey period**  
**November 2019**



**18-54 year olds**  
representative of  
Singapore population



**50:50 male / female**

1	Air Conditioner
2	Airline
3	Apparel
4	Asian Café
5	Bakery / Cake Shop
6	Bank
7	Beauty Centre
8	Bed / Mattress
9	Biscuit
10	Bottled Water
11	Bread
12	Camera
13	Canned Food
14	Car
15	Caterer
16	Children's fashion
17	Chinese Restaurant Chain
18	Cinema
19	Coffee (packaged)
20	Coffee Shop
21	Computer
22	Condiment / Food Additive
23	Construction & Property Developer
24	Contact Lenses
25	Convenience Store
26	Cooking Oil
27	Courier Company
28	Credit card
29	Diaper
30	Facial / bathroom tissue

31	Fast-food outlet
32	Fitness centre / gym
33	Food storage
34	Frozen food
35	Fruit juice (packaged)
36	Furniture retailer
37	Hair Salon / Hair Treatment Centre
38	Health & Lifestyle Product
39	Home electrical store
40	Home water heater
41	Hotel
42	Icecream
43	Instant noodle
44	Insurance company
45	Japanese restaurant chain
46	Jewellery
47	Kitchen Appliance
48	Lightbulb
49	Milk / Soy Milk / Yogurt Drinks
50	Milk Powder
51	Mobile Phone
52	Multi-brand optician
53	Oral care
54	Paint
55	Pens & pencils
56	Personal Care / Multi Brand Beauty Retailer
57	Pest control company
58	Pet products & services
59	Petrol stations
60	Pizza delivery

61	Pre-school
62	Printer / printer paper
63	Private hospitals / family clinic
64	Property agency
65	Refrigerator
66	Restaurant chain
67	Retail sports store
68	Rice
69	Self storage
70	Shopping mall
71	Slimming centre
72	Soft drink
73	Soft drink
74	Sports equipment
75	Sugar / sweetener
76	Supermarket / online grocery retailer
77	Telecom / internet service provider
78	Television
79	Toy shop
80	Traditional Chinese medicine
81	Travel agent / online agent
82	Vacuum cleaner
83	Vitamin / health supplements
84	Washing machine
85	Watch
86	Water purifier

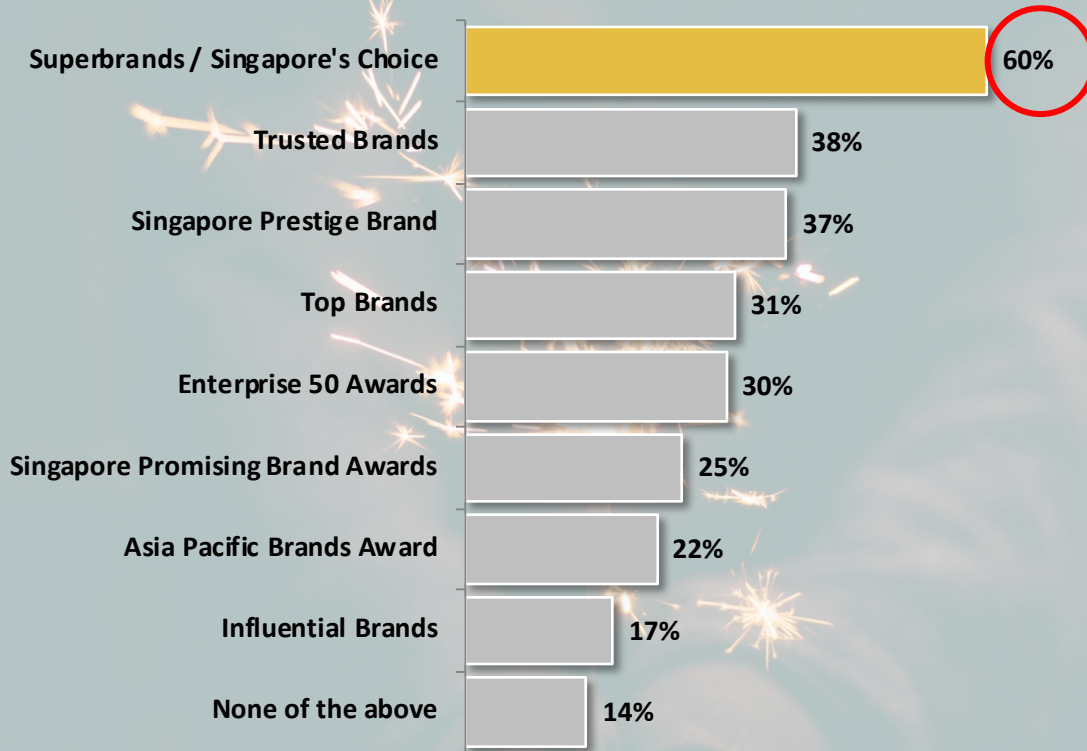




Survey results

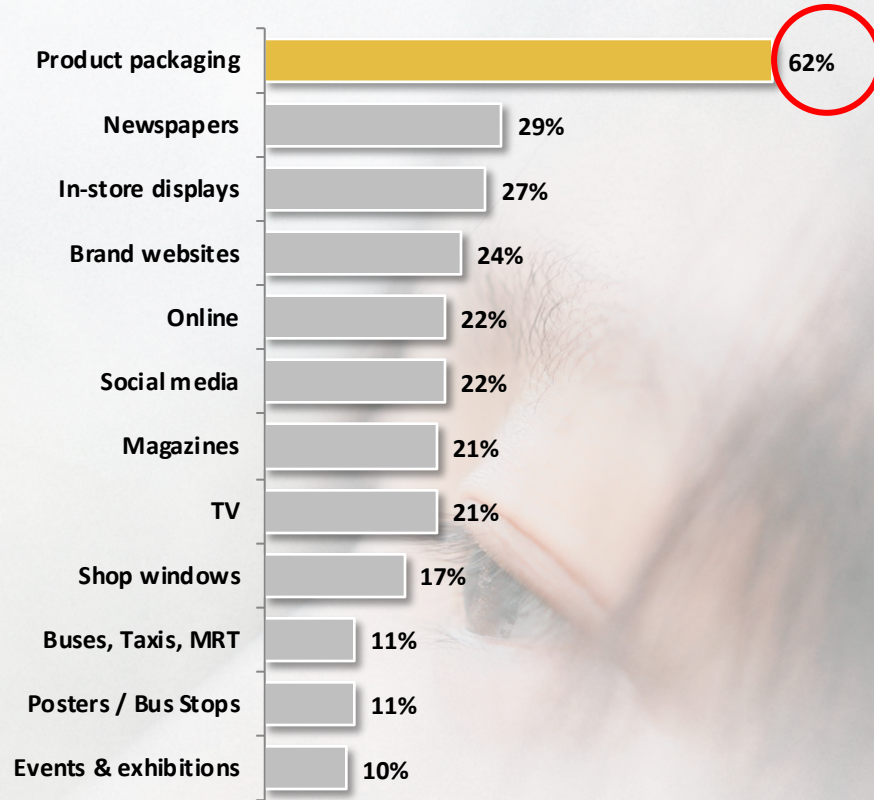


# Awareness of brand awards



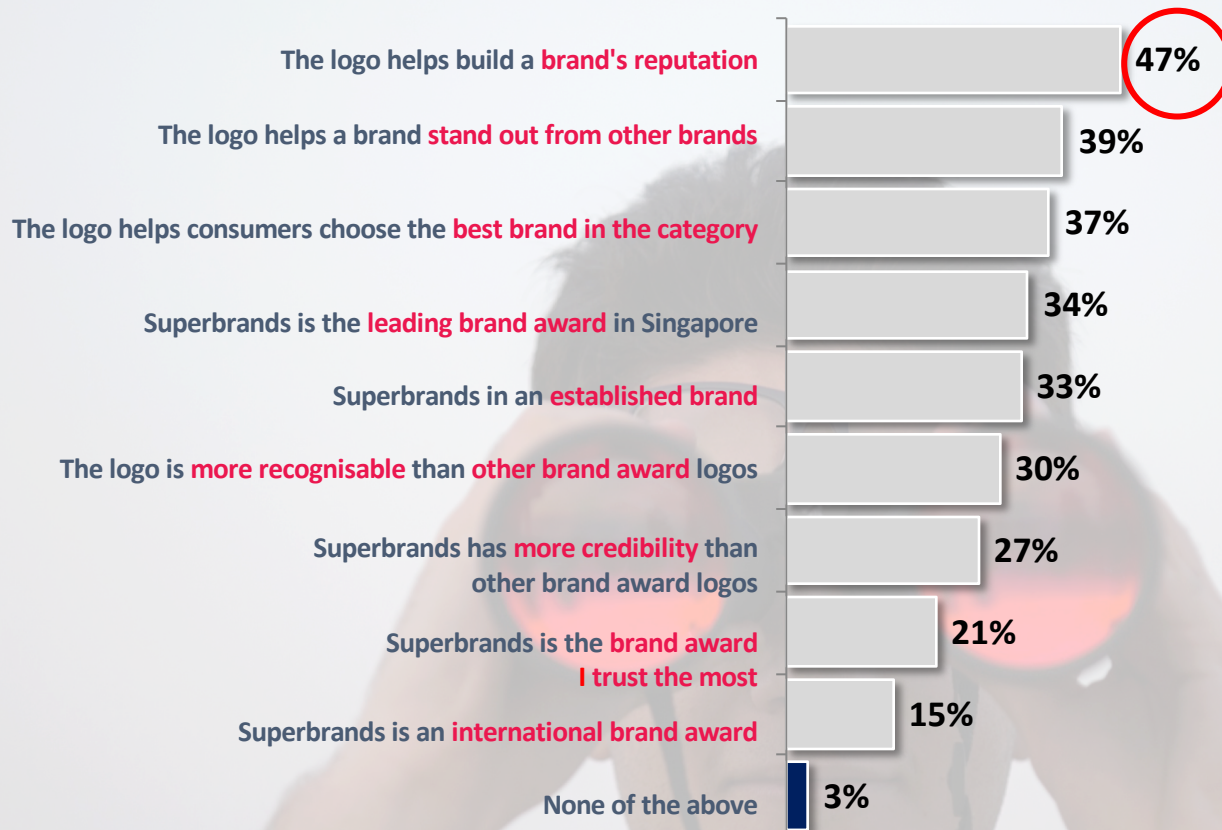
Q. Which of the following brand awards have you heard of?

# Where people have seen the Superbrands logo



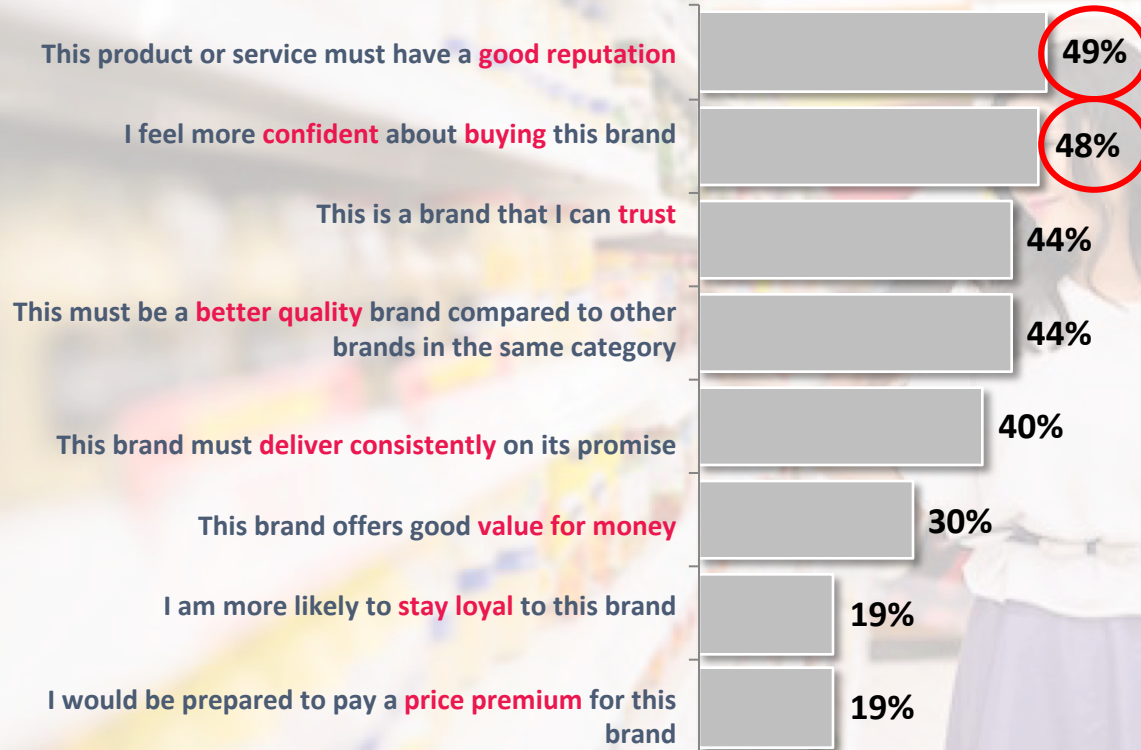


# Views of Superbrands logo



Q. When you look at the Superbrands logo, which of the following statements would you agree with?

# Perception of Superbrands logo on brand / product



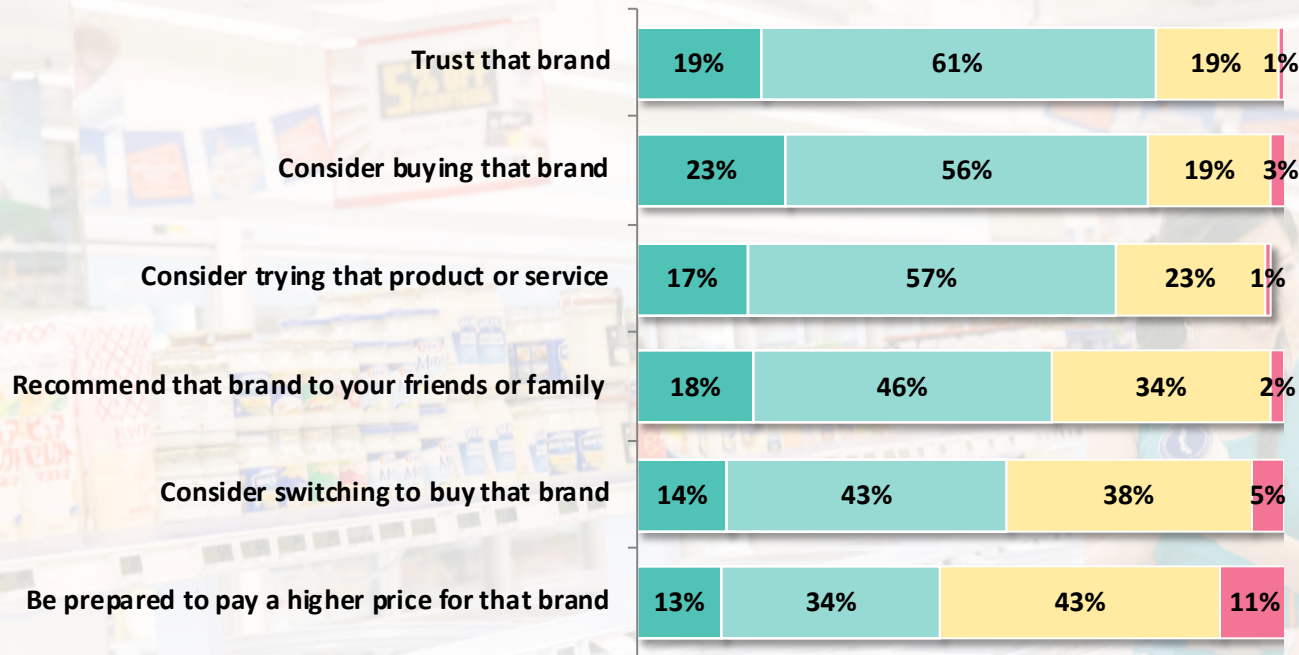
Q. When you see the Superbrands logo associated with a product or service, which of the following statements would you agree with?



# Impact of Superbrands logo



'Much more' & 'More likely'



2019	2017
80%	75%
79%	80%
74%	71%
64%	59%
57%	51%
47%	41%

■ Much more likely ■ More likely ■ Neither more or less likely ■ Less likely

Q. If you were you saw a brand associated with the Superbrands logo, how much more likely would you be to...

# Conclusions



## Superbrands / Singapore's choice



Remains the most **recognizable** brand award in Singapore



**adds value** to the brand, and increases **trust & recommendation**



Seen in a **range of locations**. On the products themselves, but also in both new and traditional media



Superbrands logo at the point of purchase signifies **superior quality**, **increases confidence** to buy, and enables a **price premium**



# Thank you!

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