

# Superbrands

SINGAPORE

## 2025 Consumer Survey

Report of survey

Prepared for: Superbrands Singapore

Prepared by: BVA BDRC

JN: 5533

6<sup>th</sup> October 2025

# Background

BVA BDRC was engaged by Superbrands as an independent market research firm to evaluate the top brands in Singapore according to consumers 'favourites'. The details of the survey is below:



**104 categories** evaluated  
(see next page)



**1,500 consumers** surveyed in  
Singapore



**Survey period**  
**September 2025**



**18–64-year-olds** representative of  
Singapore population, weighted by  
age, gender, and ethnicity according  
to latest Singapore census data



**75% Chinese ethnicity,**  
**25% non-Chinese**



**50:50 male / female**



# Categories evaluated

Within the total sample of c. n=1,500, three balanced samples of n=500 each were asked to vote for their favourite brand and 2<sup>nd</sup> favourite brand from categories as listed below.

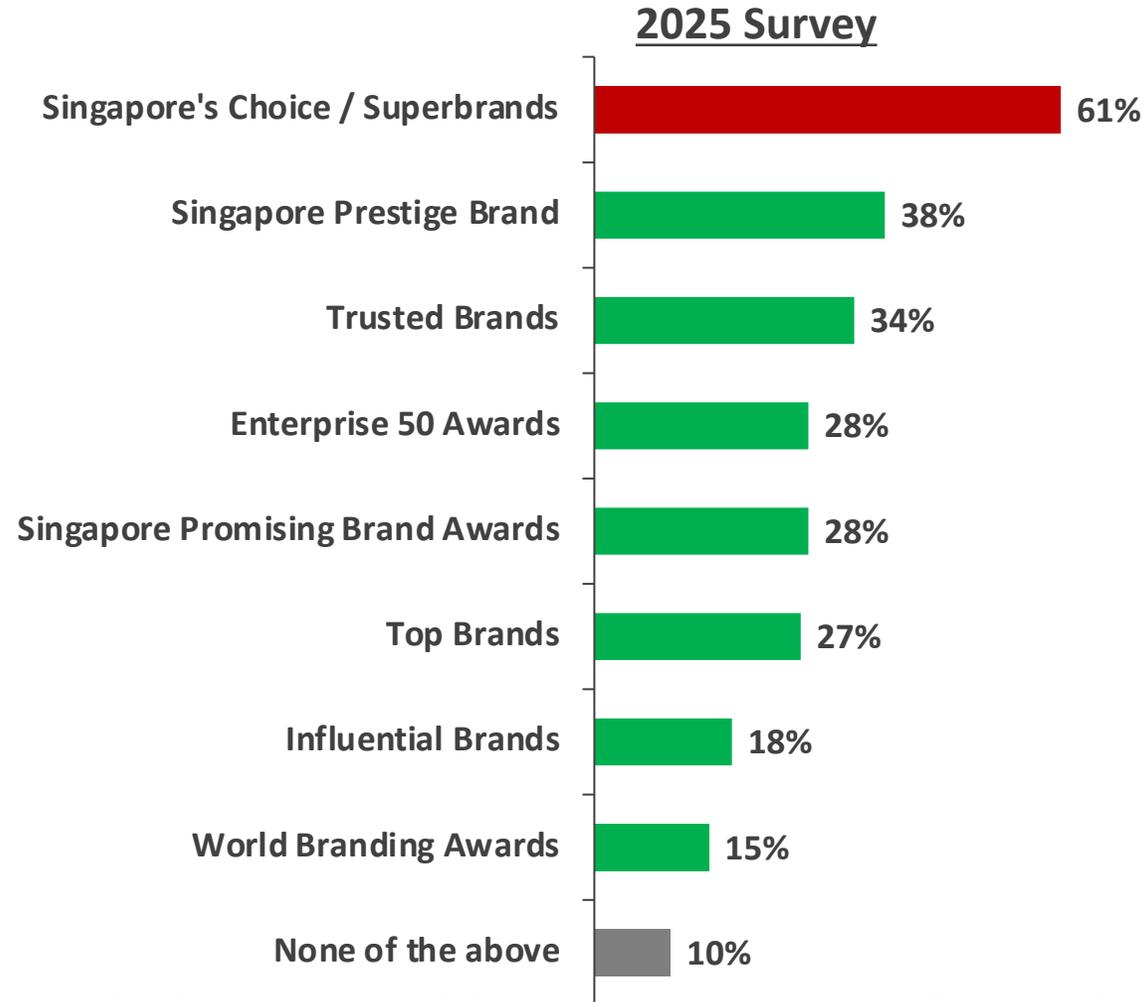
1	Air Conditioner
2	Air purifier / dehumidifier
3	Airline
4	Apparel
5	Asian café
6	Bakery / cake shop
7	Beauty centre
8	Bed / mattress
9	Biscuit
10	Bottled water
11	Bread
12	Bubble tea
13	Camera
14	Canned food
15	Car rental and car sharing
16	Cashless services / mobile wallet
17	Caterer
18	Ceiling fan
19	Children and baby
20	Children's fashion
21	Chinese restaurant chain
22	Coffee (packaged)
23	Coffee shop
24	Computer category
25	Condiment / food additive
26	Construction and property developer
27	Cooking oil
28	Courier company
29	Dental practice
30	Department store
31	Diaper
32	Drinkware
33	Electrical appliance store
34	Electrical retailer
35	Enrichment centres

36	Fast food
37	Fitness centre
38	Food delivery service
39	Food storage
40	Footwear retailer
41	Frozen food
42	Frozen yogurt and ice cream stores
43	Fruit juice (packaged)
44	Furniture retailer
45	Games and entertainments centres
46	Hair salon / hair treatment centre
47	Health and lifestyle product
48	Hotel
49	Ice cream
50	Instant noodles
51	Insurance company
52	Japanese restaurant chain
53	Jewellery
54	Kitchen appliance
55	Light bulb
56	Locks / smart locks
57	Massage and wellness centre
58	Milk / soy milk / yogurt
59	Milk Powder
60	Mobile phone
61	Multi brand optician
62	Nutritional beverage
63	Online grocery
64	Online market place
65	Oral care
66	Paint
67	Pens and pencils
68	Personal care retailer
69	Pest control
70	Pet products and services

71	Petrol station
72	Photocopier paper
73	Pizza restaurants
74	Pre-school education
75	Printer
76	Property agent and property search
77	Refrigerator
78	Restaurant chain
79	Retail sports stores
80	Rice
81	Self storage
82	Shopping mall
83	Singapore delivery service
84	Slimming centre
85	Soft drink
86	Sports drink
87	Sports equipment
88	Sugar / sweetener
89	Supermarket
90	Taxi booking app
91	Telecom / SIM plan
92	Television
93	Theme parks and attractions
94	Tissue
95	Toy shop
96	Traditional Chinese medicine
97	Travel agent and travel search
98	Vacuum cleaner
99	Vitamin and health supplements
100	Washing machine
101	Watch
102	Water heater
103	Water purifier
104	Yogurts

# Awareness of brand awards

'Singapore Choice / Superbrands' remain the leading brand award by recognition in Singapore by a considerable margin. Three in every five consumers in Singapore know the award.

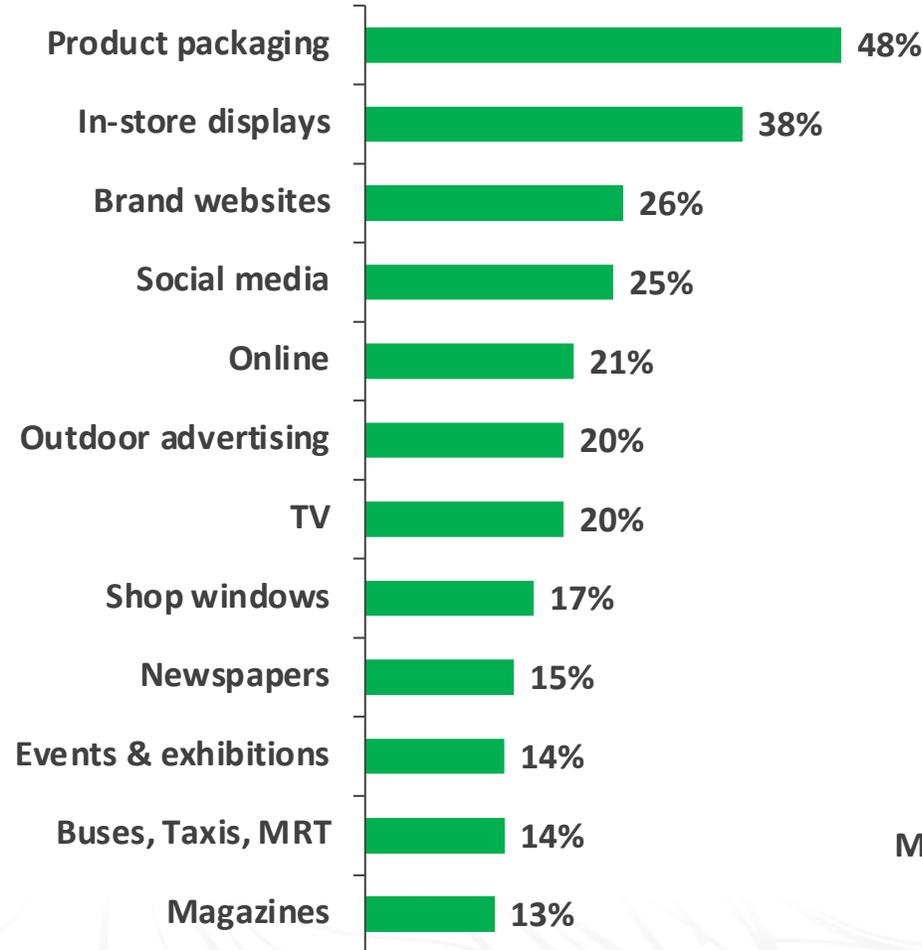


# Where people have seen the Superbrands logo

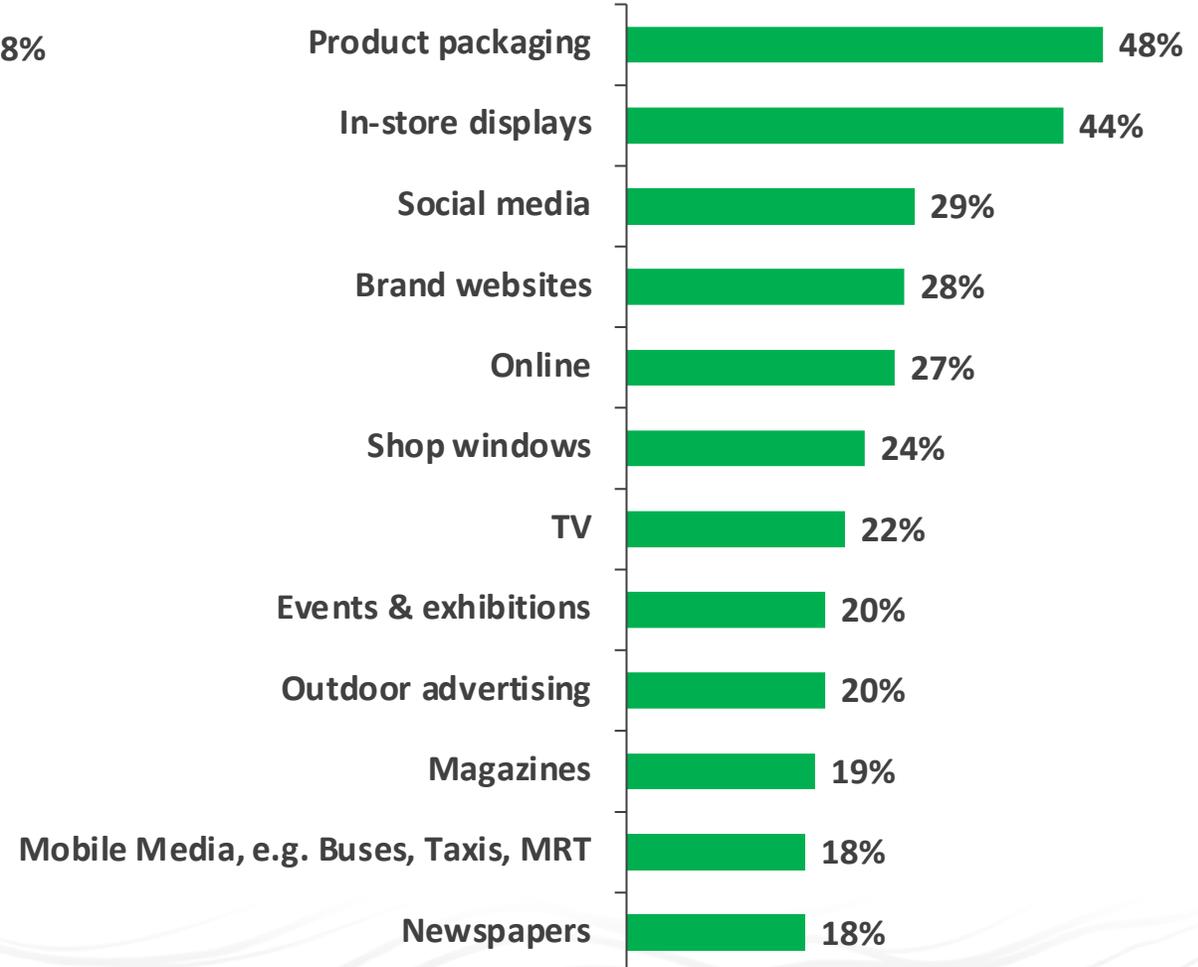


Product packaging remains the most recognised place for recalling the Superbrands logo, followed by in-store displays the latter risen in recall significantly since 2023. The logo also sees an increase in recall via all other media, particularly social media, online, shop windows, and events / exhibitions

**2023 Survey**



**2025 Survey**



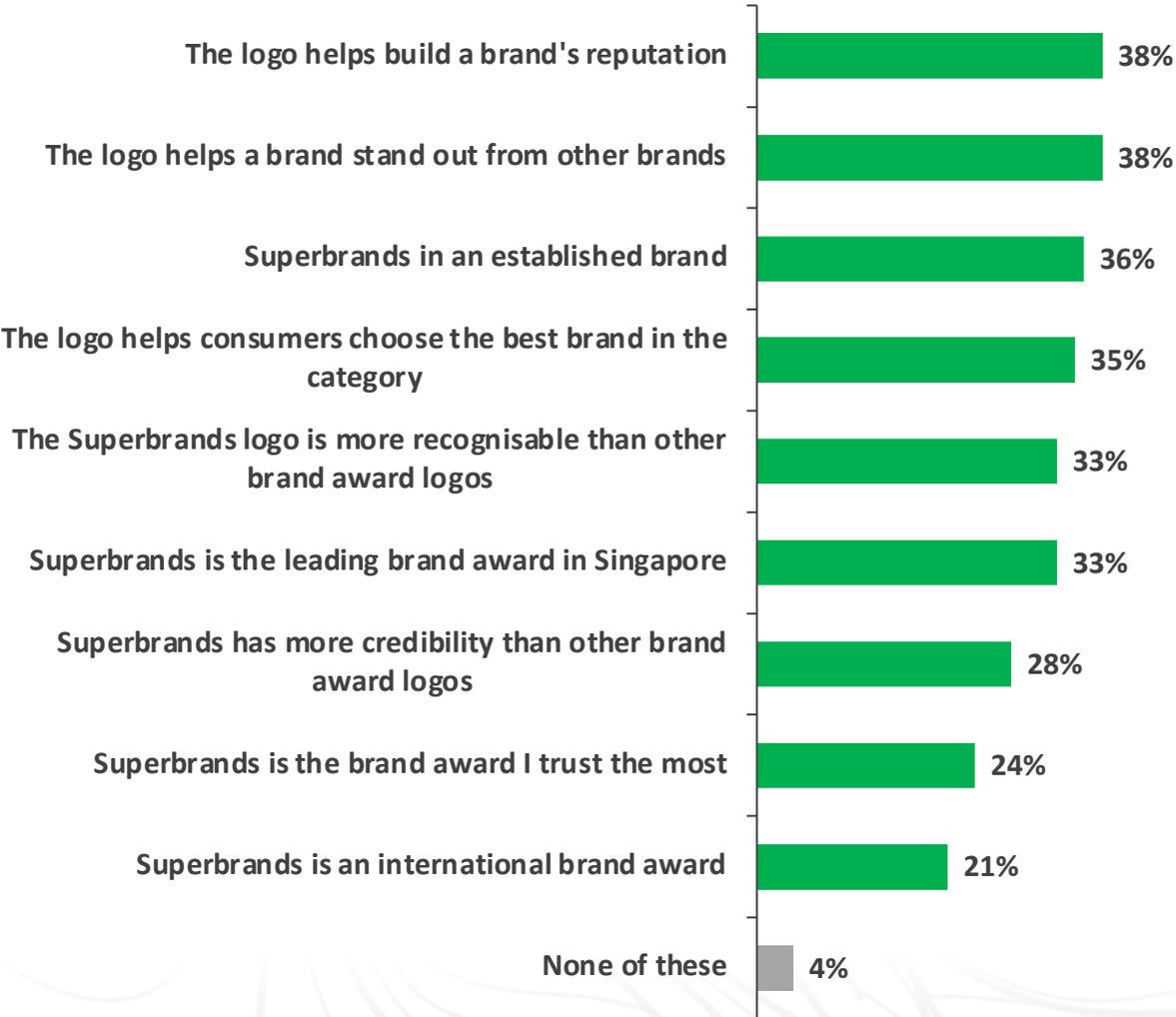
C3. Where have you seen the Superbrands logo?

# Perception of the Superbrands logo (overall)

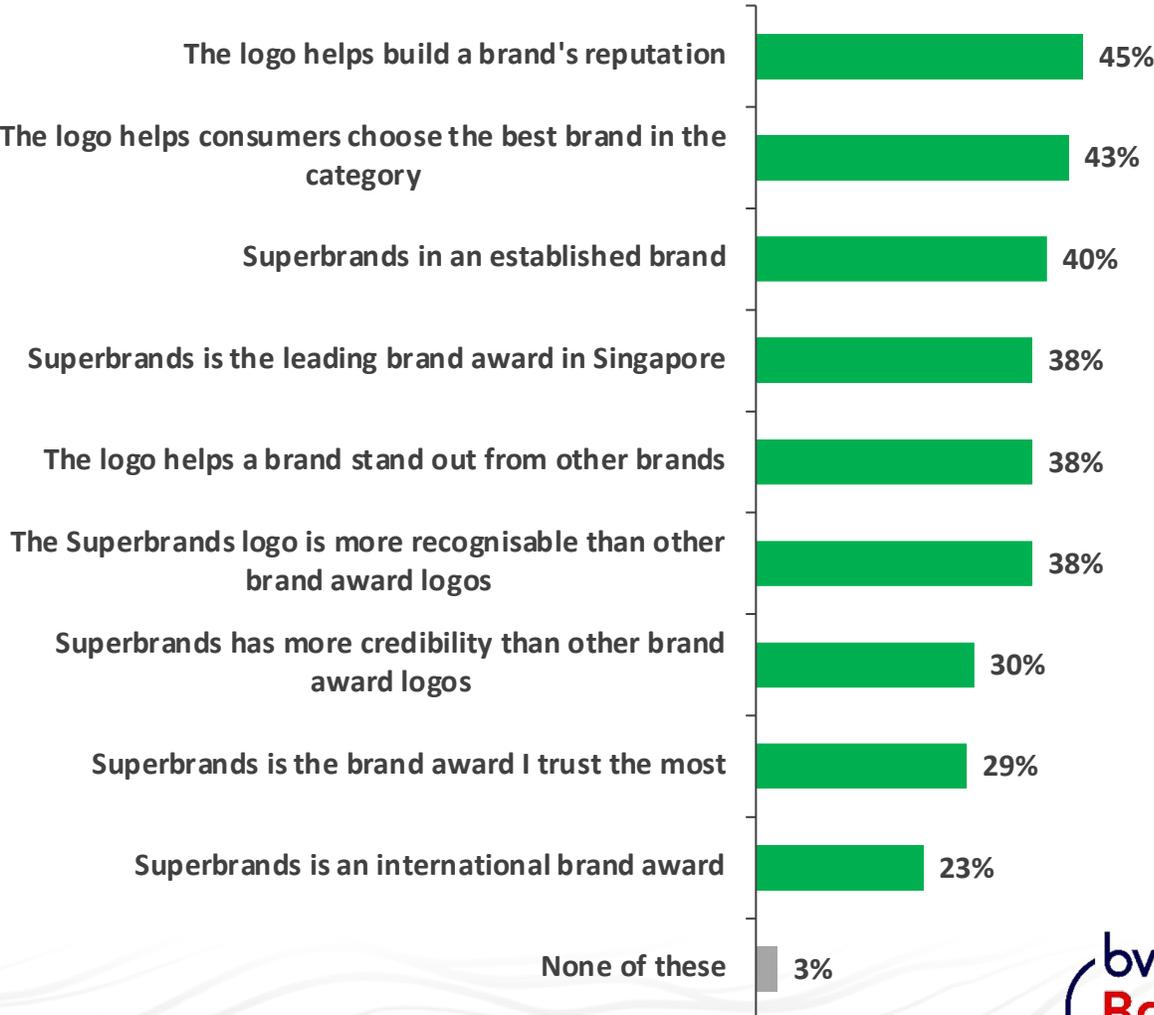


97% of consumers endorse the Superbrands logo in at least one area. Endorsement of the brand has grown since 2023, particularly for helping to build a brand’s reputation, helping the consumer to choose the best brand in a category, being a leading brand award in Singapore, and being more recognizable than other brand awards, and the award that can be trusted most

**2023 Survey**



**2025 Survey**



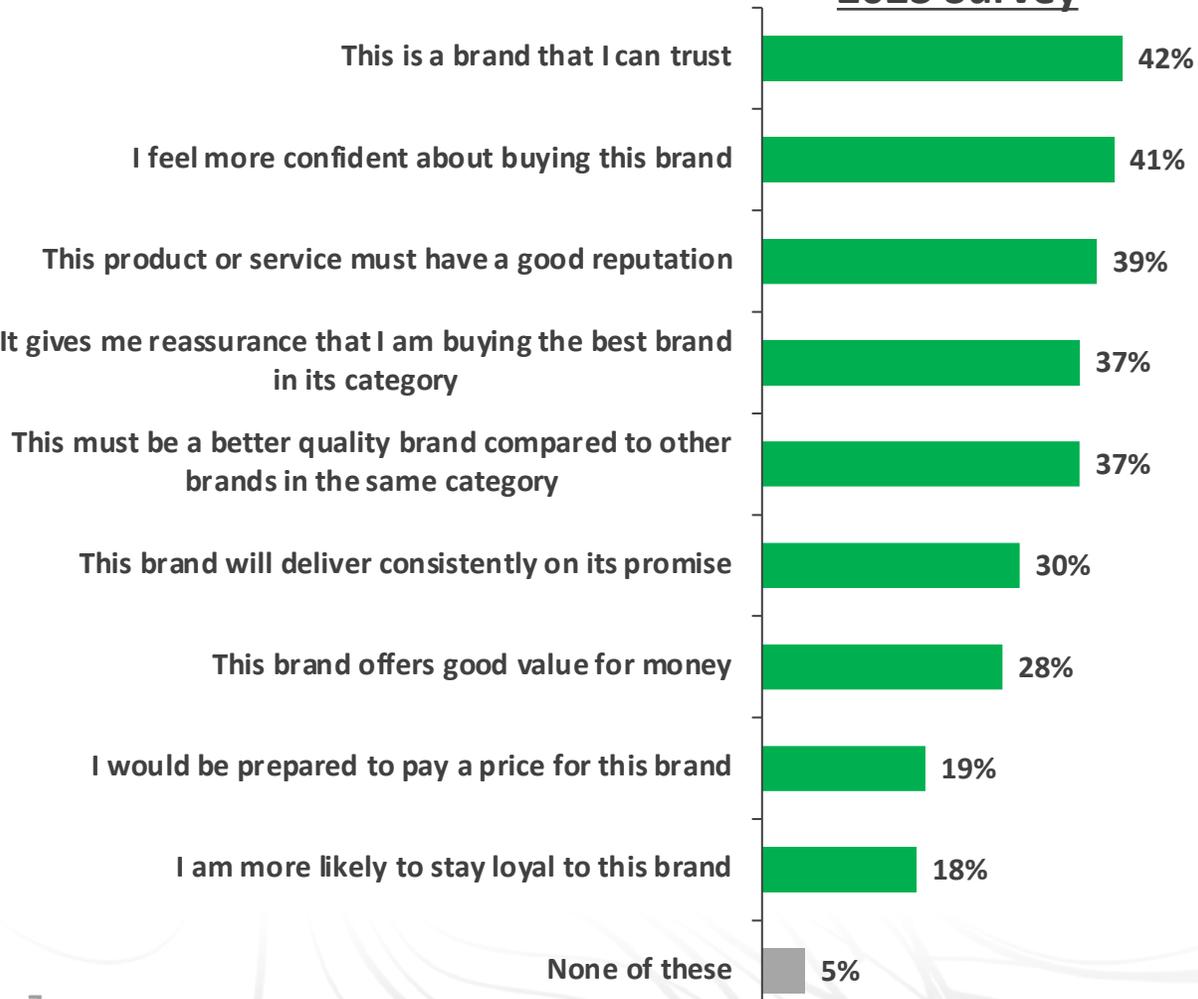
# Perception of the Superbrands logo on brand / product



The impact of the Superbrands award on the associated brand has been enhanced in the last 2 years. The biggest impact is on giving consumers the confidence to buy the brand, being a trustworthy brand, the brand should have a good reputation, or better quality than other brands in the same category. Although fewer state that they would 'stay loyal' to the associated brand or would pay a higher price for it, these endorsements have both increased in the last 2 years.

**2023 Survey**

**2025 Survey**

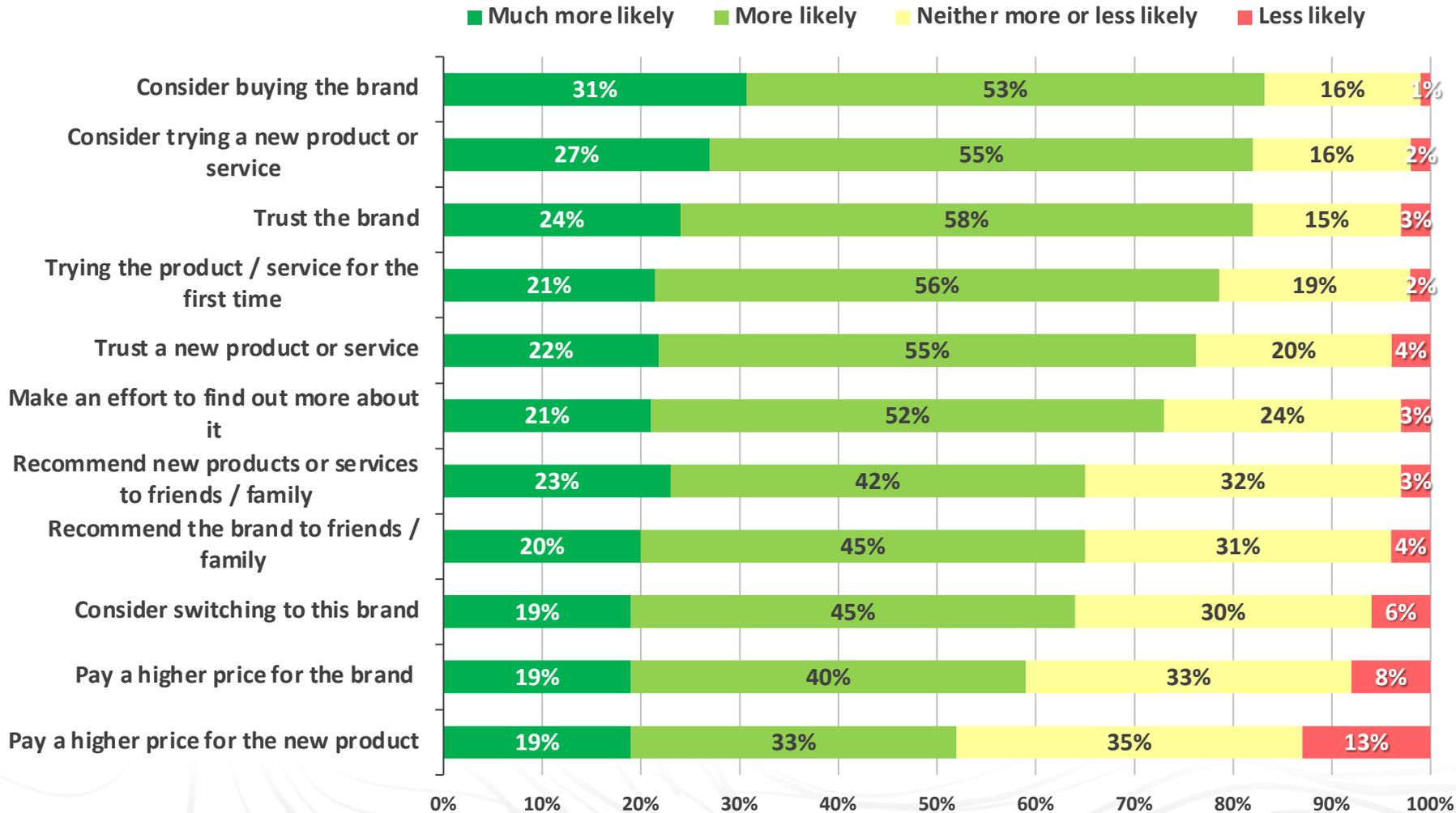


C4. When you see the Superbrands logo associated with a product or service, which of the following statements would you agree with?



# Impact of Superbrands logo

A rise in impact of the Superbrands logo for encouraging consumers to buy the brand, consider a new product / service, to get the consumer to find out more about the brand

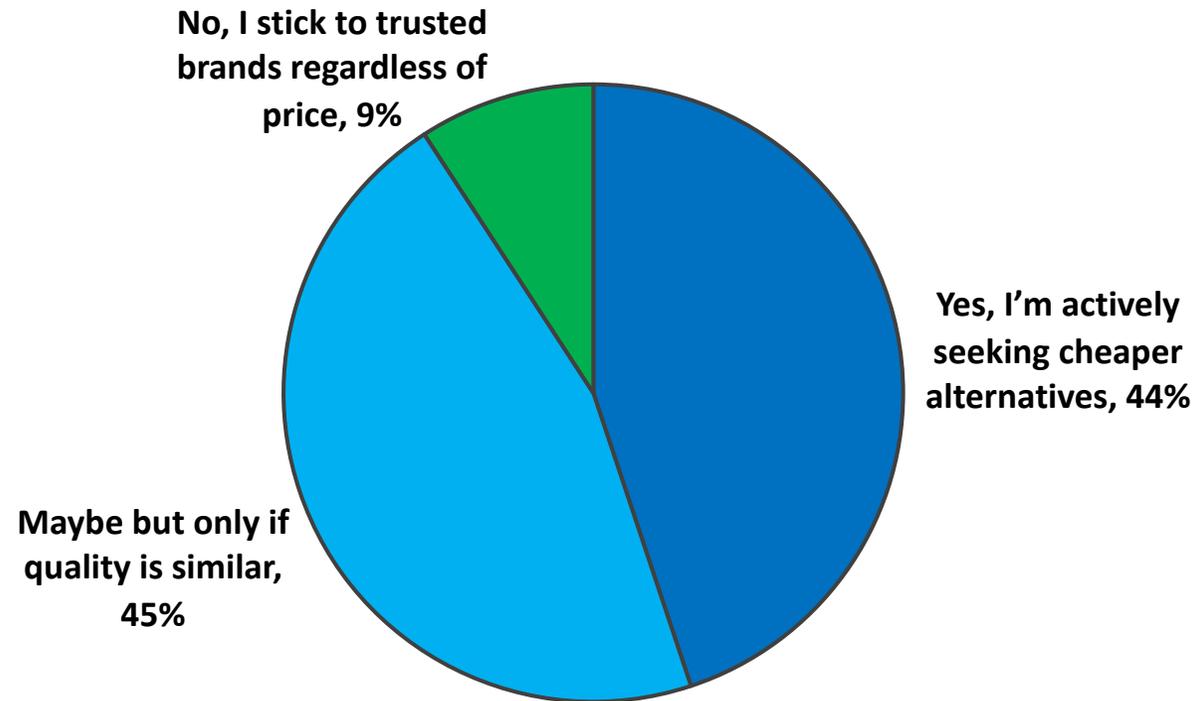


'Much more' & 'More likely'

2025	2023	2021
83%	81%	76%
81%	76%	77%
83%	79%	74%
77%	80%	70%
77%	76%	72%
73%	69%	64%
65%	65%	59%
65%	64%	59%
64%	62%	56%
59%	57%	46%
52%	57%	51%

# Changes to shopping habits due to higher cost of living

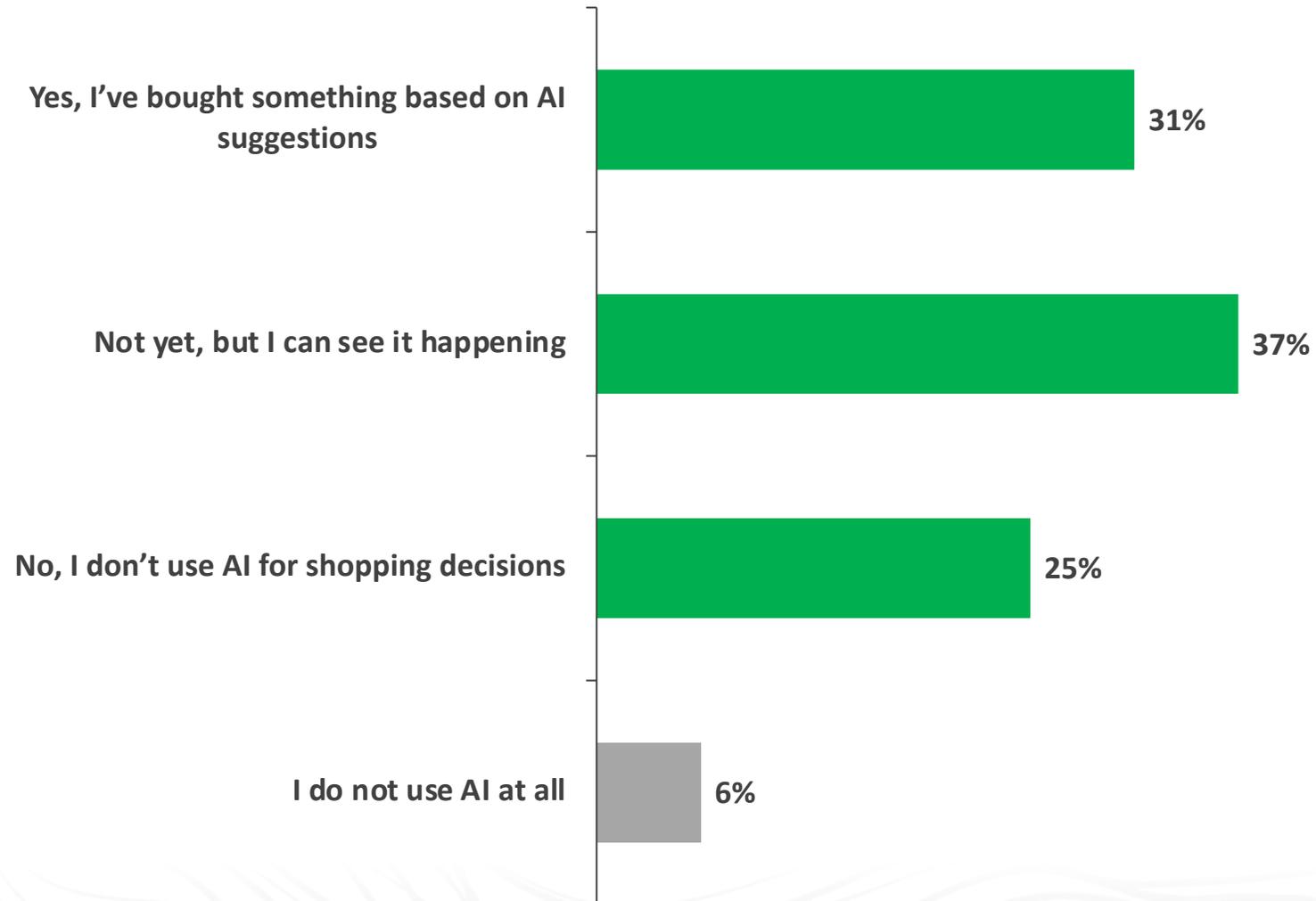
The majority of consumers state that they would consider switching brands due to higher living costs. However, half of these would need reassurance that the quality of the new brand was at least as good as existing brands.



D1. Due to rising living costs, are you more likely to switch brands more than before?

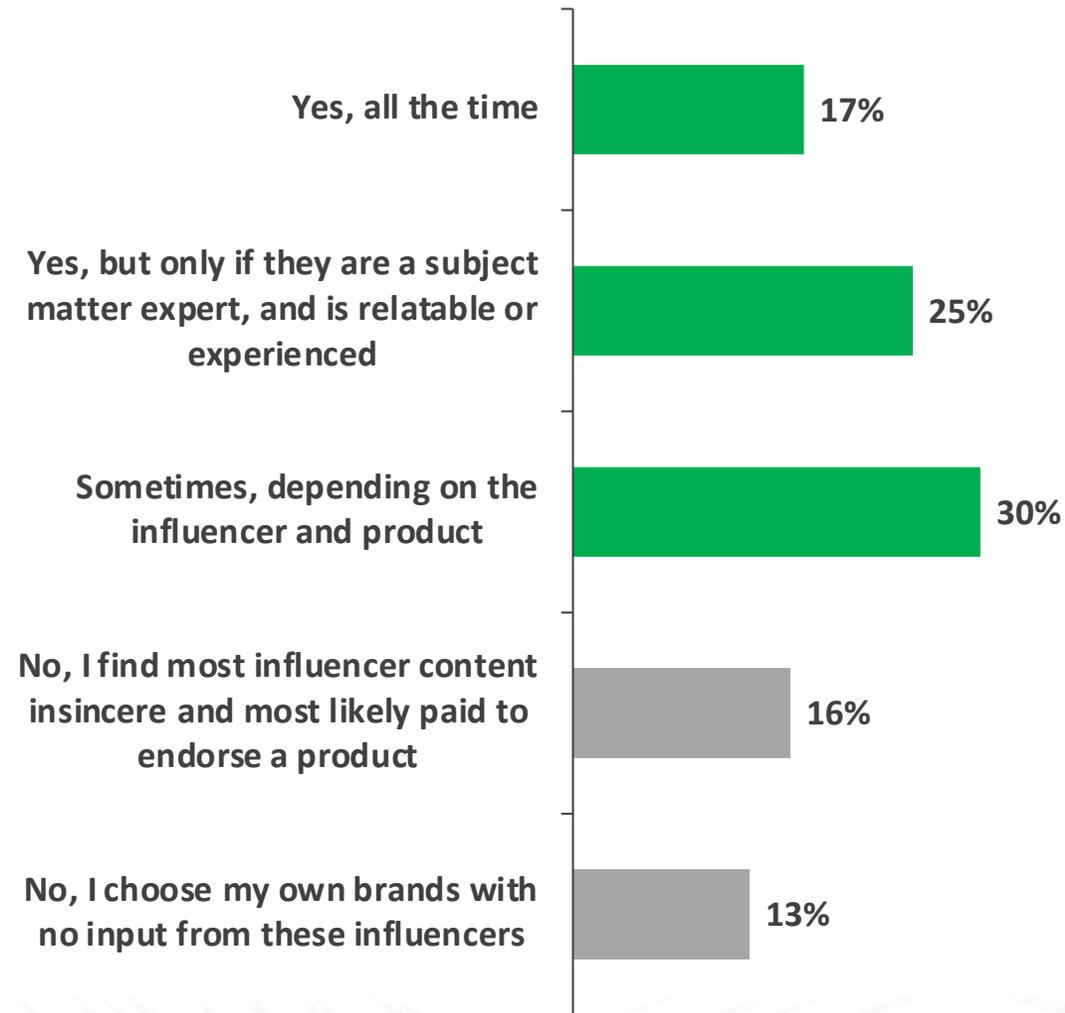
# Influence of AI on purchase decisions

Almost a third of consumers have already bought products based on AI suggestions, e.g. from ChatGPT or Deepseek. Only about 30% would ignore AI recommendations on purchase decisions (including 6% who do not use AI at all)



# Impact of influences on consumers' purchase decisions

Influencers have a lot of sway on Singapore consumers purchases decisions, but mostly it will require the influencer to be a subject matter expert for the related product. Only a minority reject the guidance of influencers.



D3. Do you trust “influencer recommendations”, e.g. people who have built a significant following on social media platforms, when it comes to brand choices?



# 2025 Consumer Survey

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