

Superbrands

SINGAPORE

2022 Consumer Survey

Report of survey

Prepared for: Superbrands Singapore

Prepared by: BVA BDRC



Background

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



99 categories evaluated



1,517 consumers surveyed in Singapore



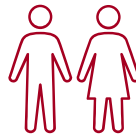
Survey period
November 2021



18-54 year olds representative of Singapore population



75% Chinese ethnicity,
25% non-Chinese



50:50 male / female



Categories evaluated

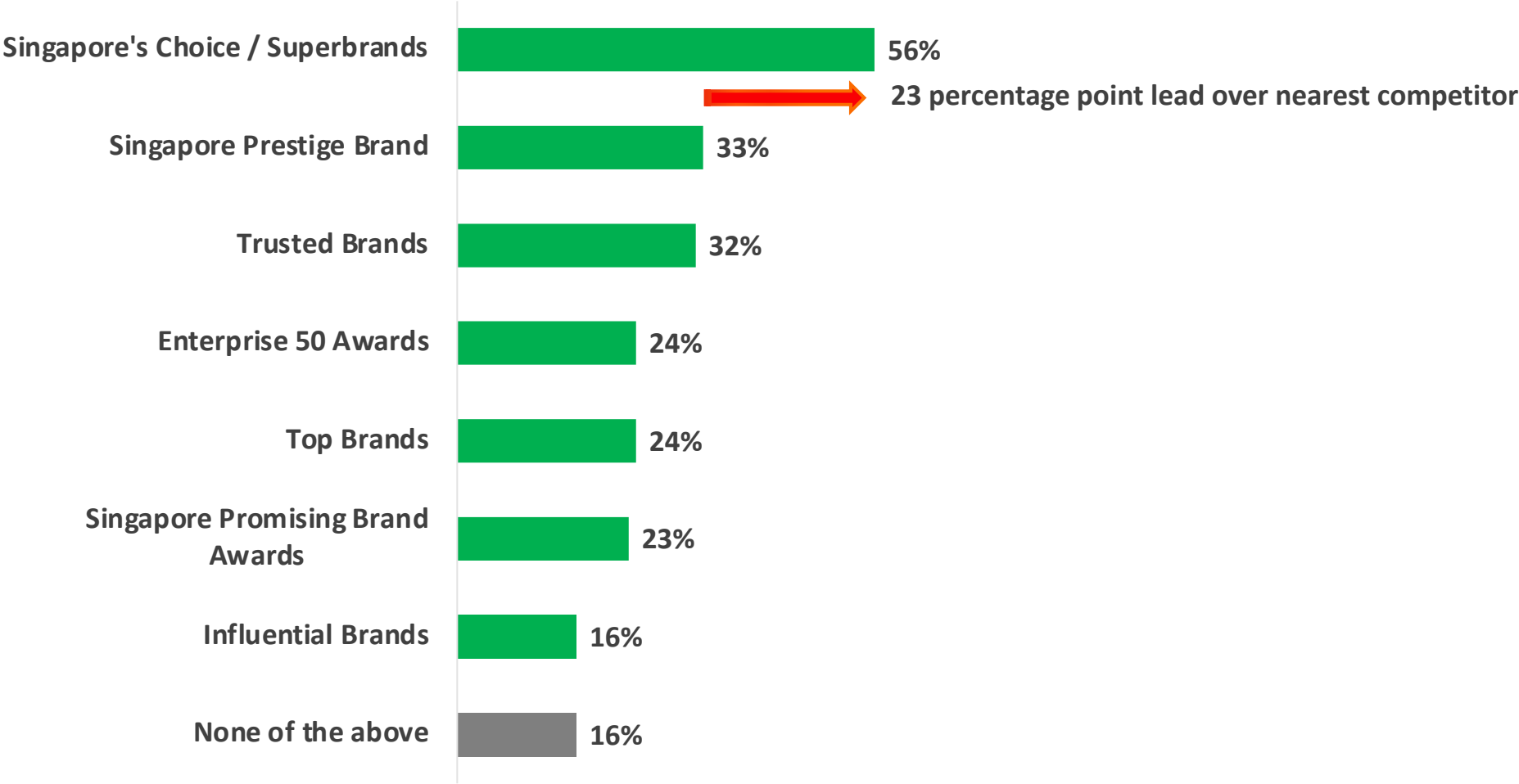
1	Air Conditioner
2	Airline
3	Apparel
4	Asian Café
5	Bakery / Cake Shop
6	Bank
7	Beauty Centre
8	Bed / Mattress
9	Biscuit
10	Bottled Water
11	Bread
12	Budget airline
13	Camera
14	Canned Food
15	Car
16	Car rental
17	Cashless services / mobile wallet
18	Caterer
19	Children's fashion
20	Chinese Restaurant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

34	Fast-food outlet
35	Fitness centre / gym
36	Food delivery service
37	Food storage
38	Footware retailer
39	Frozen food
40	Fruit juice (packaged)
41	Furniture retailer
42	Hair Salon / Hair Treatment Centre
43	Health & Lifestyle Product
44	Home water heater
45	Hotel
46	Icecream
47	Instant noodle
48	Insurance company
49	Japanese restaurant chain
50	Jewellery
51	Kitchen Appliance
52	Lightbulb
53	Milk / Soy Milk / Yogurt Drinks
54	Milk Powder
55	Mobile Phone
56	Multi-brand optician
57	Nutritional beverage
58	Online grocery
59	Online market place
60	Online property search
61	Oral care
62	Paint
63	Pens & pencils
64	Personal Care Retailer
65	Pest control company
66	Pet products & services

67	Petrol stations
68	Photocopier paper
69	Pizza delivery
70	Pre-school education
71	Printer
72	Private hospitals / family clinic
73	Property agency
74	Refrigerator
75	Restaurant chain
76	Retail sports store
77	Rice
78	Self storage
79	Shopping mall
80	Singapore Delivery Service
81	Slimming centre
82	Soft drink
83	Sports drink
84	Sports equipment
85	Sugar / sweetener
86	Supermarket
87	Taxi booking app
88	Telecom / internet service provider
89	Telemedicine provider
90	Television
91	Tissue
92	Toy shop
93	Traditional Chinese medicine
94	Travel agent / online agent
95	Vacuum cleaner
96	Vitamin / health supplements
97	Washing machine
98	Watch
99	Water purifier

Awareness of brand awards

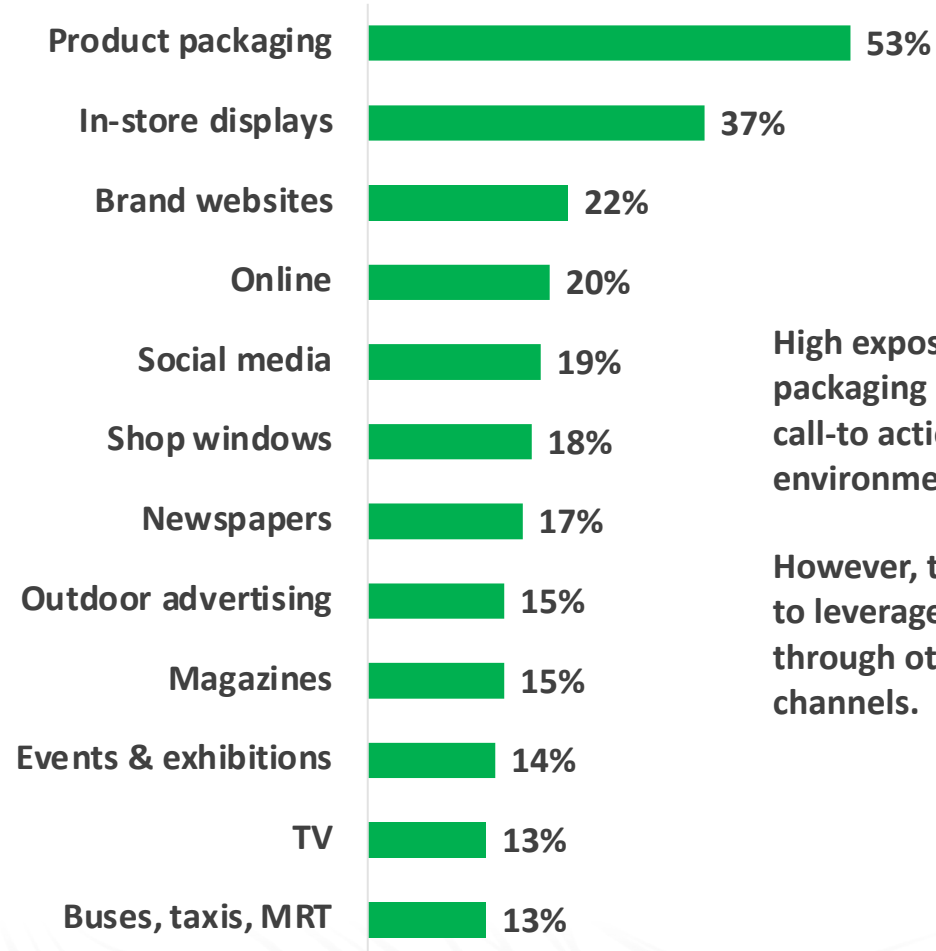
'Singapore's Choice / Superbrands' remains the leading brand award by recognition in Singapore by a considerable margin



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 logo is also recognised in a range of online media

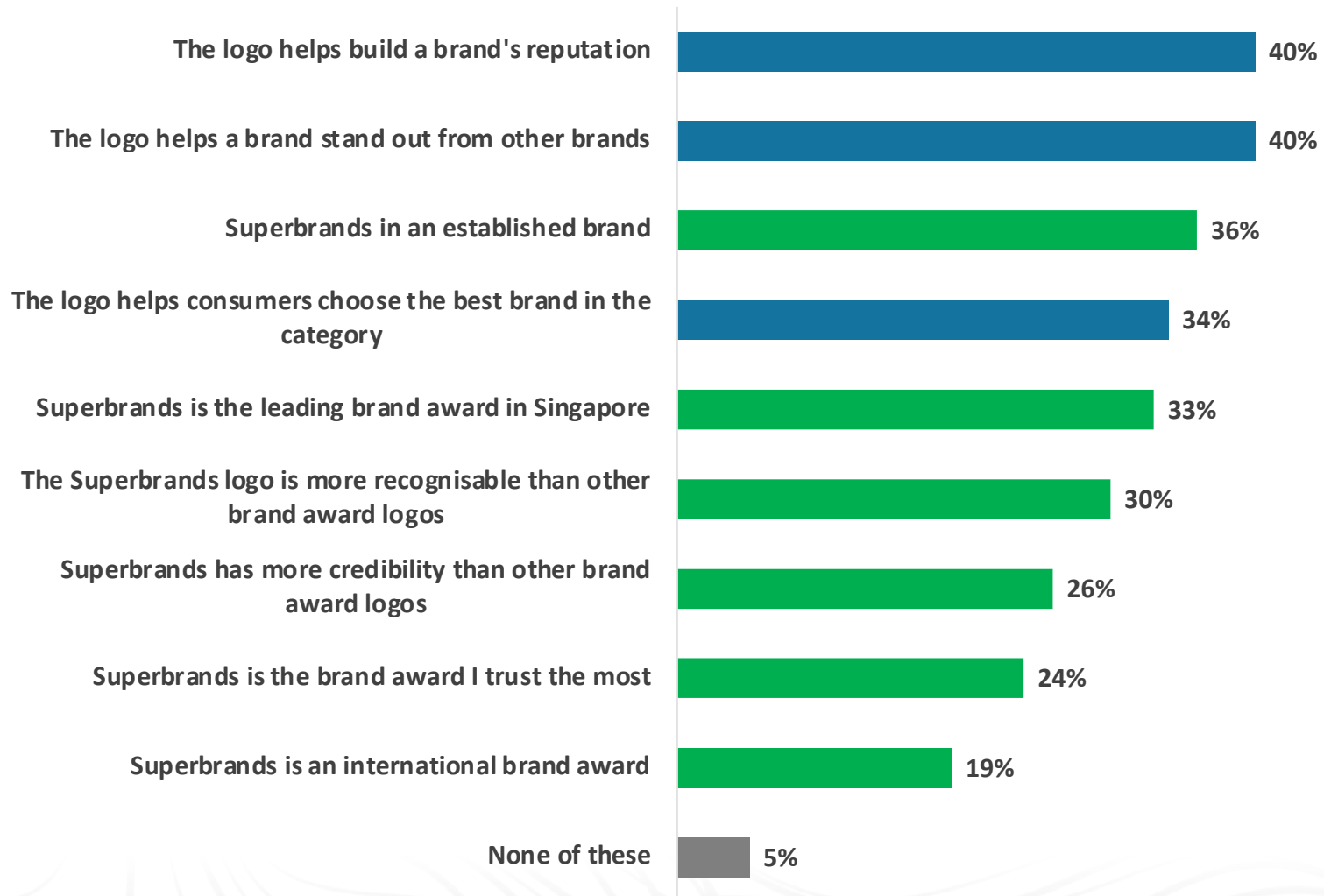


High exposure of the Superbrands logo on packaging and in-store reflects the very strong call-to action that the logo elicits within a retail environment.

However, there is a huge opportunity for brands to leverage their Superbrands Logo usage rights through other under-utilised communications channels.

Perception of the Superbrands logo (overall)

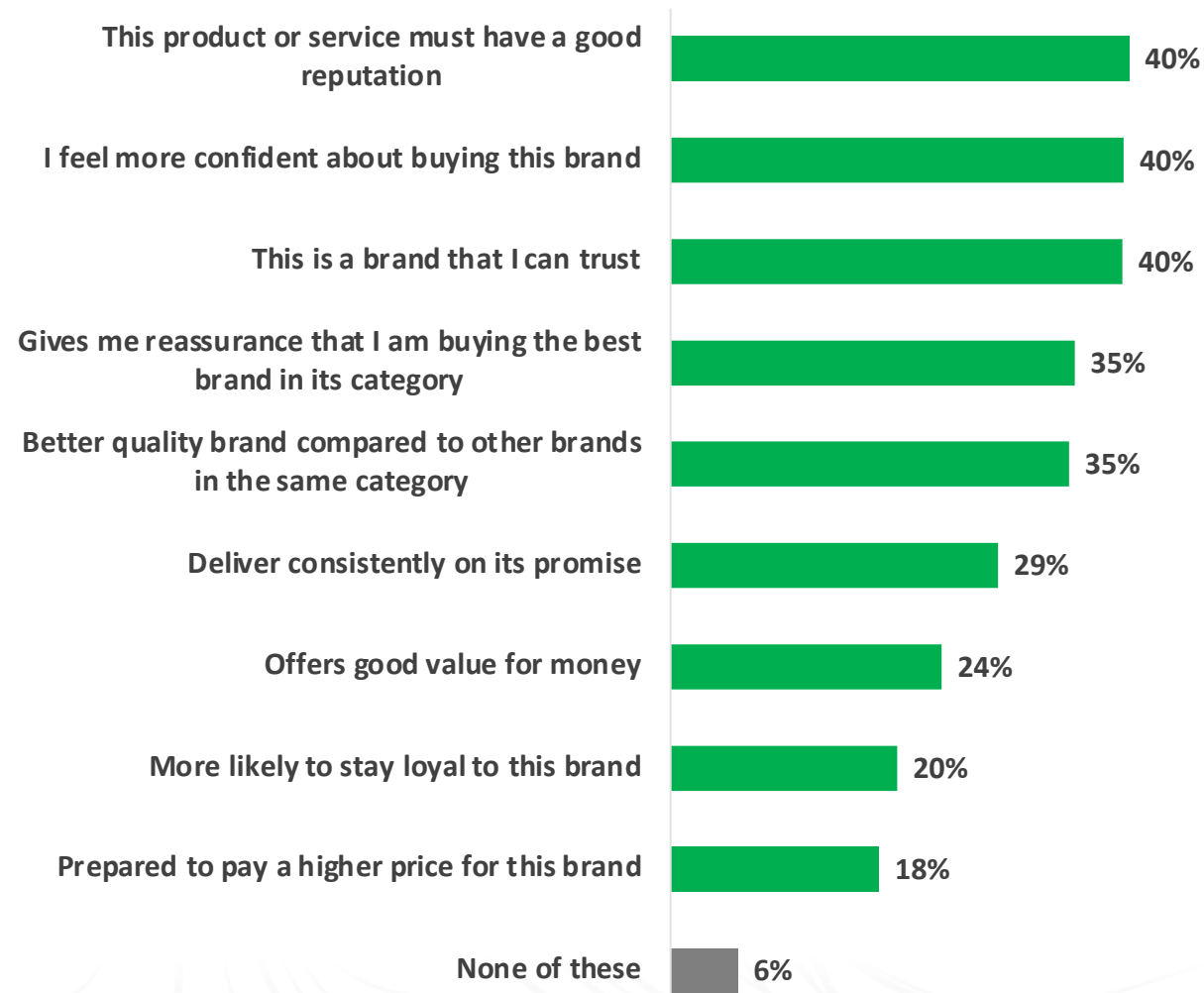
95% of consumers endorse the Superbrands logo in at least one area. Overall, 71% of consumers agree that the Superbrands logo enhances the brand with the award (shown in the blue bars)



Perception of the Superbrands logo on brand / product

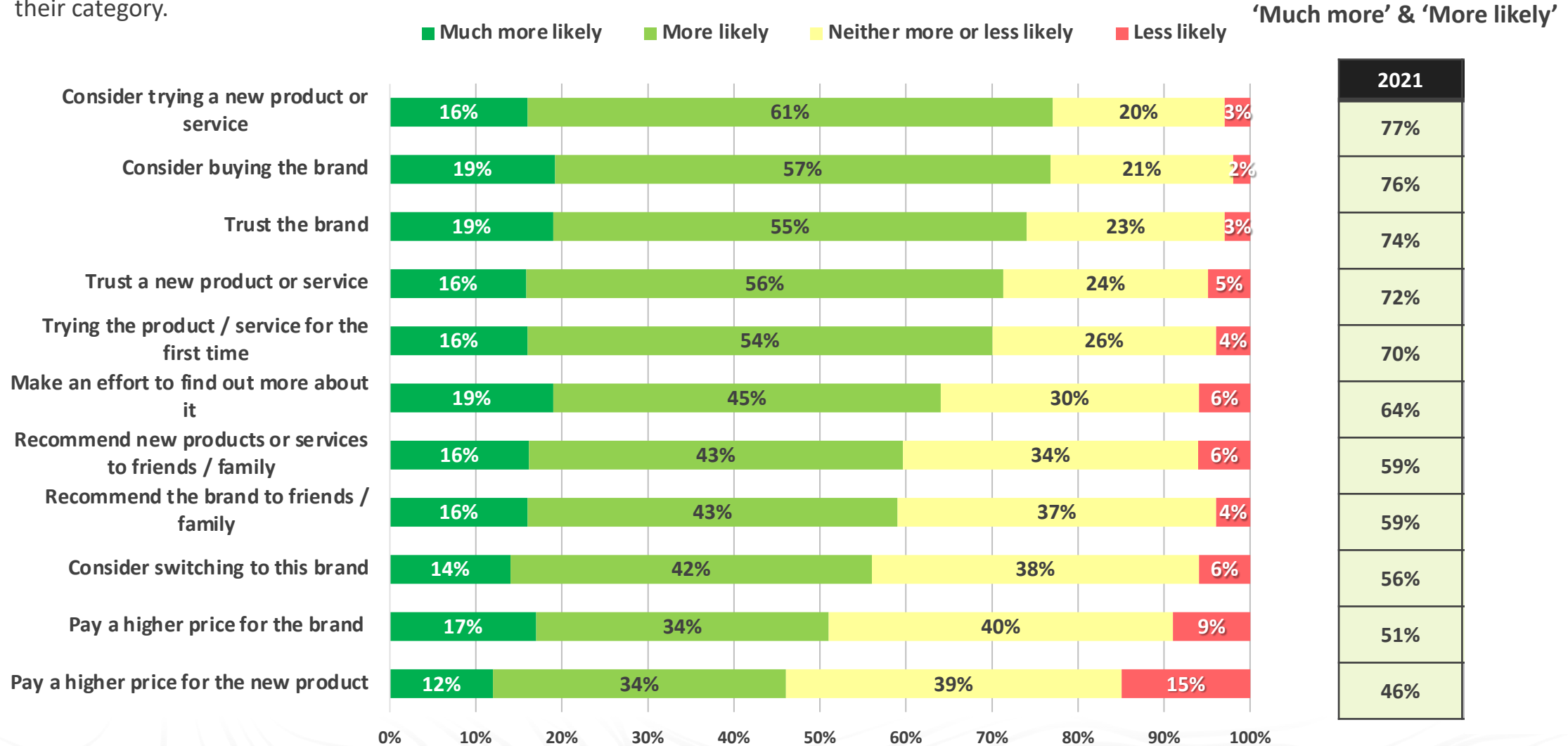


There is almost universal endorsement of the Superbrands award for having at least one positive impact on the associated brand. This is mostly for reputation, giving consumers the confidence to buy the brand, and a brand that can be trusted



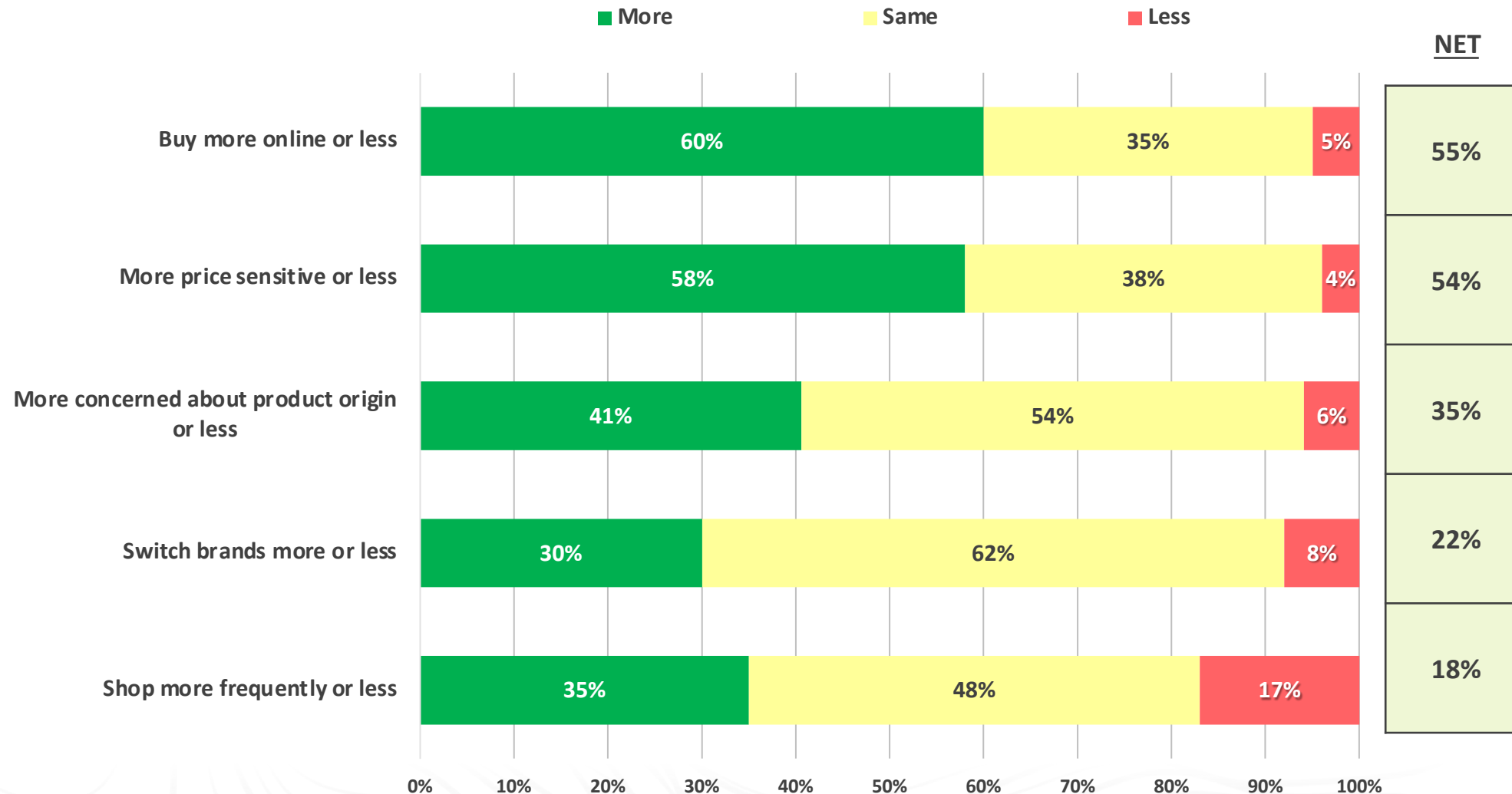
Impact of Superbrands logo

Apart from building trust in the brand, product, or service, the Superbrands logo also encourages consumers to try a new brand, product, or service for the first time and to refer them to others. Although to a lesser extent, it can also help brands charge a premium over others in their category.



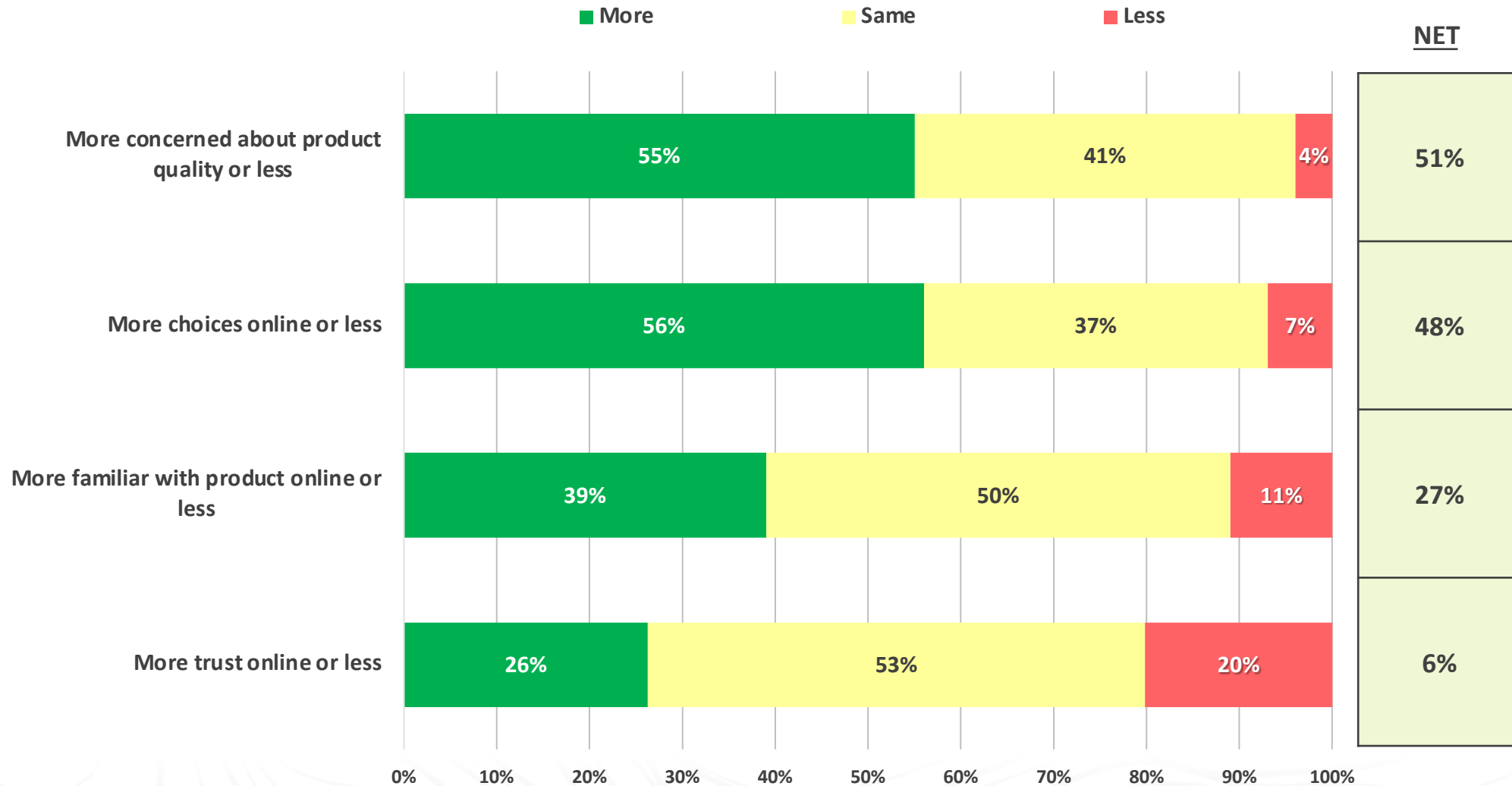
Changes to consumer behaviour during the pandemic

The pandemic has changed consumer behaviour in many ways – most prominently for buying more products online, and during the same period consumers have become more price sensitive. Concerns about product origin has also gone up during this period



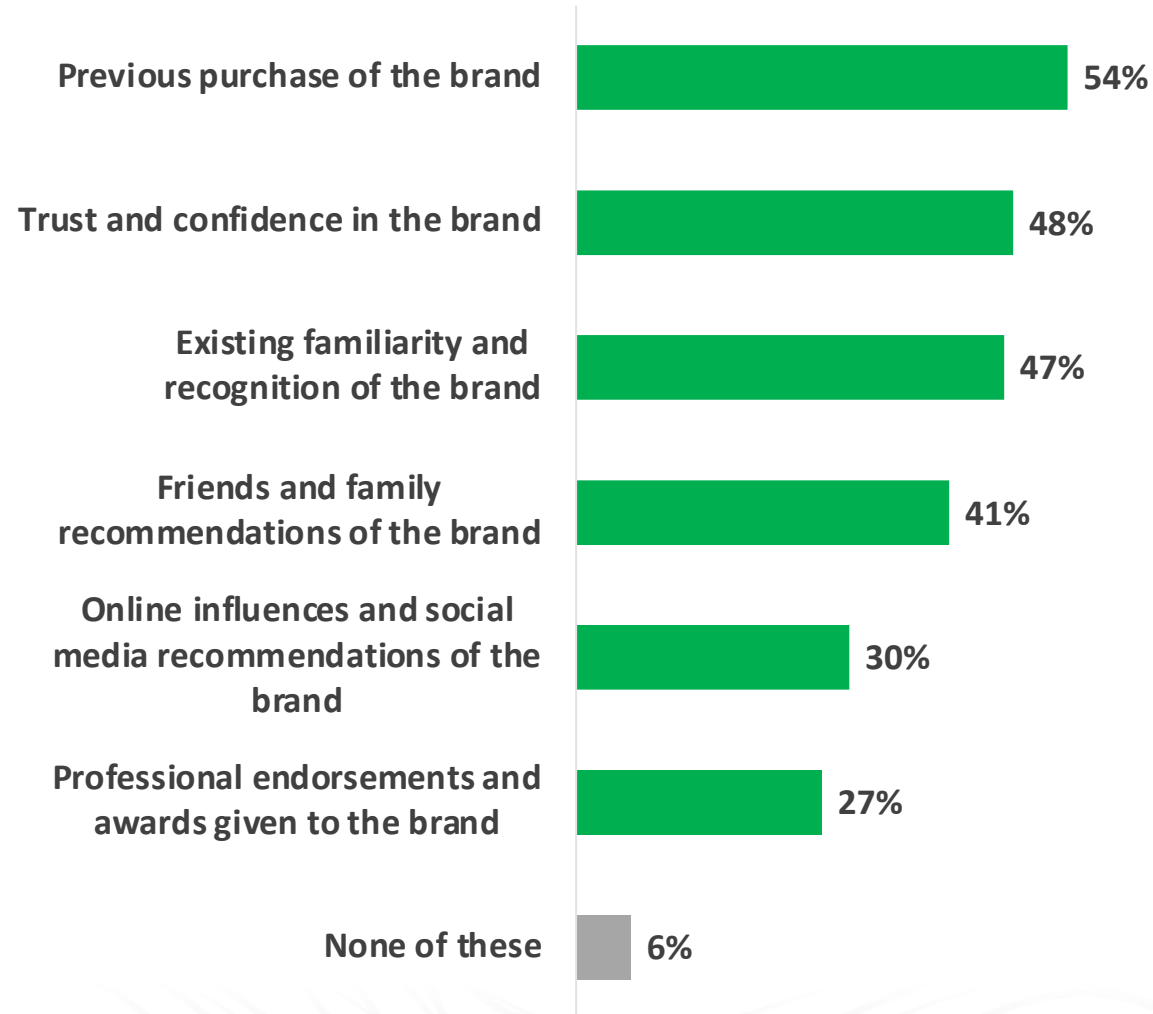
Consumer behaviour online compared to offline shopping

When buying products online, there are more concerns about the product quality than for offline. A significant 20% of consumers are also less trustful of buying products online, hence product endorsements via brand awards can assist to build this trust



What helps in choice of brand you purchase online

Specifically, 27% of consumers state that 'professional endorsements & awards given to the brand' will assist in their choice of brands when buying online, but this could be further enhanced by overall trust in the brand itself



A grayscale photograph of a woman with long dark hair, looking down at a smartphone she is holding. The image is overlaid with a pattern of thin, white, wavy lines that flow across the frame. The background is blurred, showing what appears to be an outdoor setting with some foliage.

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CONTACT DETAILS OF PROJECT LEAD:

Piers Lee:

Managing Director, BVA BDRC Asia; piers.lee@bdrc-asia.com