



Capital
Singapore


Population
6.0M


Time zone
GMT +8

Currency
SGD S\$
Singapore dollar

SINGAPORE

Top E-commerce Industries

 **Electronics**
(25.0%)


 **Hobby & Leisure**
(19.6%)


 **Fashion**
(18.4%)

Top 20 Websites include

Wikipedia, Instagram, Youtube, Facebook, Twitter, CNA, Reddit, Tripadvisor, Singapore Pools, LinkedIn, DBS Bank, The Straits Times, PropertyGuru, OpenAI, Tik Tok, Shopee, Amazon, Carousell, Singapore Airlines, ESPNcrinfo

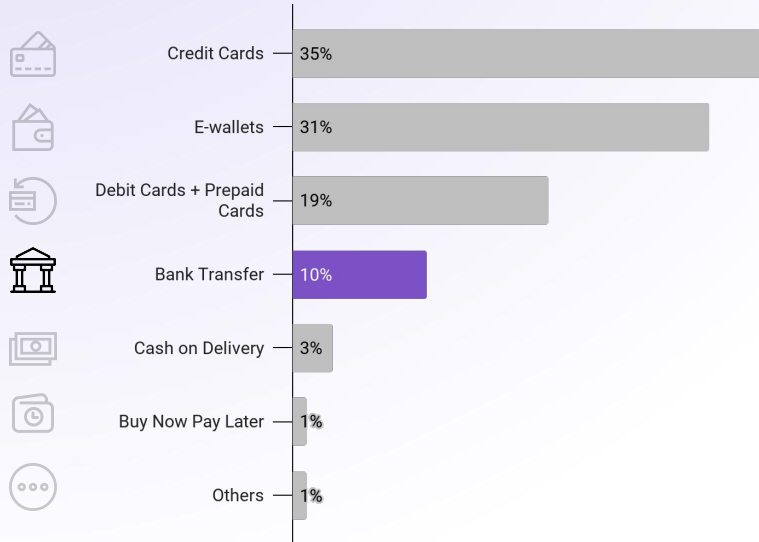
Top Content Categories

 **Online Shopping**
3 out of top twenty are E-Commerce websites.
That's 2.8M search website per month.

 **News & Media**
3 out of top twenty are News & Media websites.
4.9M search website per month.

PAYMENTS METHODS. SINGAPORE

Popularity of e-commerce payment methods



Market Projection

22.5%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$109.1B

Anticipated Digital Payments transaction value in 2029 **compared to current \$39.5B**

sources: Statista, Oct 2024





LPM ADOPTION. SINGAPORE



Method	Bank transfer
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes
Available with	Banks & Fintechs, e-commerce, real estate, government, utility bill payments

Bank transfer is a payment method that allows users to make payments directly from their bank accounts, which is a familiar and trusted mode of transaction for Singaporeans.

Reasons for Popularity

-  Real-time processing via FAST and PayNow ensures immediate confirmation of transactions, which is vital for order fulfillment
-  Supported by nearly all banks in Singapore, making it accessible for a broad customer base



380M transactions
in 2023