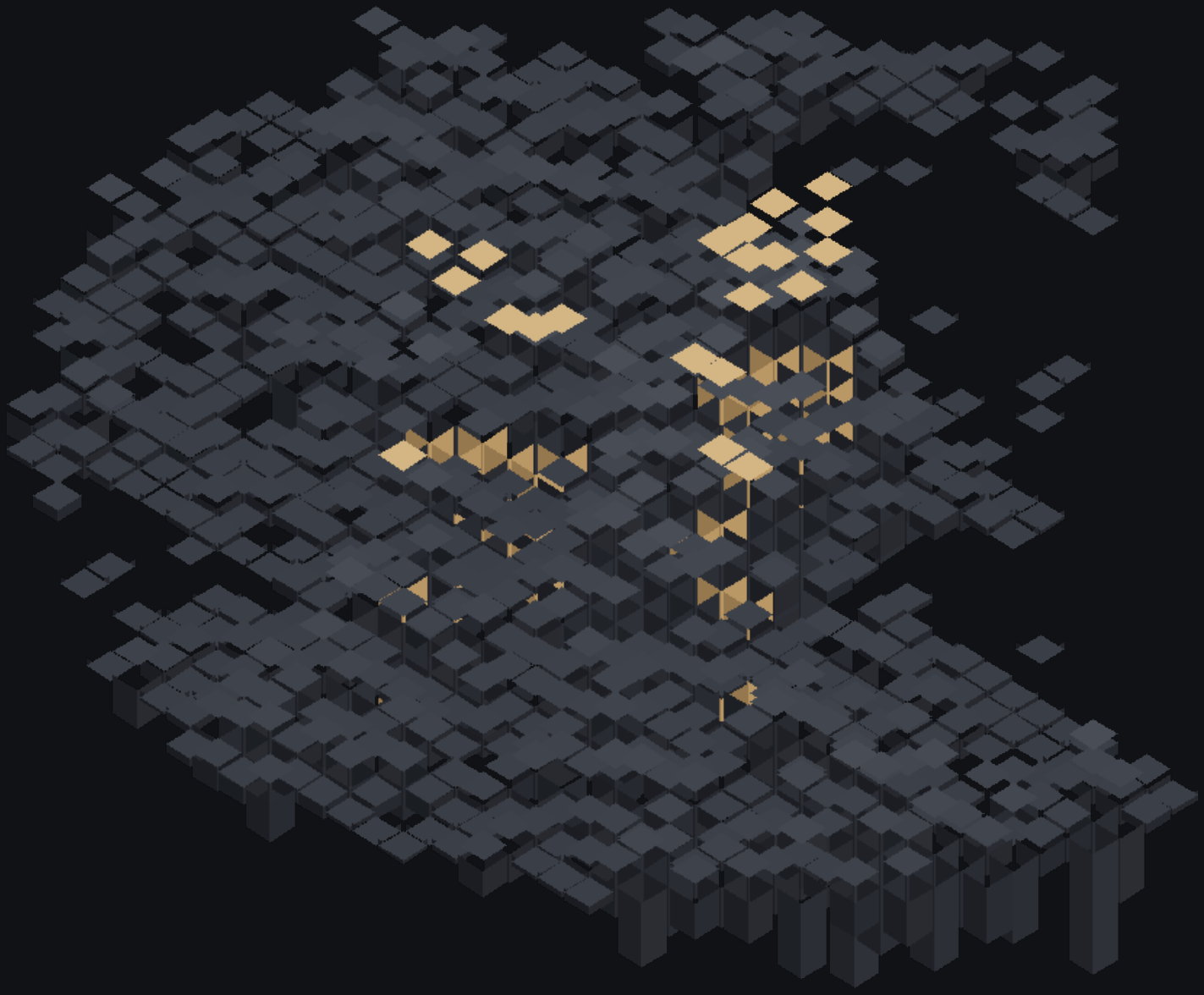
COMMERCIAL INTELLIGENCE SG SIN

Singapore Offline Trade Intelligence

124,468 measured places within 30 km (38,724 inside 5 km) | 52.6% website coverage, 10.5% chain share, 47.4% digital gap



CITY DOSSIER SG

Singapore offline trade intelligence

We counted 124,468 places within 30 km of the centre of Singapore, and 38,724 inside 5 km. 52.6% keep a website a customer can open, 10.5% trade under a chain name, so 47.4% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

124,468
places counted, 30 km ring

52.6%
keep a website a customer can open (58,969 do not)

10.5%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 124,468

Segment	Places	Share	With a website	Gap
Food and beverage	37,782	30.4%	39.5%	60.5%
Retail	23,589	19.0%	60.4%	39.6%
Beauty and wellness	10,064	8.1%	44.3%	55.7%
Professional services	9,625	7.7%	73.2%	26.8%
Other	9,544	7.7%	57.2%	42.8%
Home and repair	6,737	5.4%	67.6%	32.4%
Hospitality and events	5,211	4.2%	51.6%	48.4%

WHAT THE COUNTS SAY

01 **The gap sits in food and beverage.**
37,782 places, 30.4% of the ring, and only 39.5% keep a website. The city average is 52.6%, so this segment is 13.1 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 68.4 of 100, rank 19 of 58 measured cities, radiance -2.8% since 2019, outer ring 17.8%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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