

Singapore





Country overview



AI lead widens as Singapore builds its “governance to investment” flywheel

With AI usage depth at 5.8X the SEA-6 average, Singapore far outpaces its SEA peers. Guided by the National AI Council, the country has committed S\$1B+ to AI R&D, introduced a world-first Model AI Governance Framework for Agentic AI, started building an AI Park to facilitate public-private deep-tech scaling, and expanded Startup SG Equity with \$1B for growth-stage AI and deep-tech startups. Singapore also captured ~92% of SEA's private AI infrastructure funding across both primary raises and secondary sales, while adding 300MW of additional data centre capacity and another 200MW of green energy allocations to its current 1.4GW compute base.



Semiconductor demand, manufacturing, and digital mobility drive robust growth

Singapore's economy expanded 5% in 2025 with strong momentum carrying into 2026, buoyed by AI-driven semiconductor and precision-engineering demand. Expansion across the digital economy further reinforces core growth: autonomous mobility shuttles served over 11,500 riders by July 2026, licensed cross-border ride-hailing was launched, and digital banks are broadening into credit and investment offerings in pursuit of sustainable profitability.



Economic resilience and robust upskilling plans anchor long-term growth opportunities

High imported energy costs prompted monetary policy tightening by the Monetary Authority of Singapore, while food delivery consolidation reflects market realignment. Despite these headwinds, Singapore's structural resilience supports future growth alongside strong workforce readiness. SkillsFuture trained 105,000+ citizens in 1,600+ AI courses in 2025, and the May 2026 National AI Impact Programme aims to upskill 40,000 professionals over three years, targeting 100,000 "AI-Bilingual" workers by 2029 to support AI adoption across 10,000 local enterprises.



Singapore leads SEA in AI adoption and AI usage depth

Ranking vs other SEA countries

#1 in AI adoption

70% of the working population are GenAI users

#1 in AI usage depth

Singapore's per capita AI usage, as measured by token utilisation, is the highest in SEA-6

Receptivity to AI



1 in 3

AI users say they use AI every day



1 in 2

users say they trust AI more vs last year



3 in 5

users are willing to delegate purchases to AI

AI adoption in Singapore is the deepest in the region, skews professional, and almost all of it happens in English

AI user behaviour

3.2M GenAI users in 2026,
70% of the working population

1.99 AI sessions per week
on average¹

7.7B annual AI
queries

8% of AI conversations happen in a
local language other than English

Use case highlights **Deepest engagement in SEA**, averaging 10 daily prompts per user on Gemini – mostly for productive use cases such as professional work, academia, and coding

- **Singapore has the deepest AI adoption in the region, and usage skews professional.** Penetration spans 70% of the working population – the highest in SEA-6 – with work leading all verticals at 62% of users.
- **Almost all AI use happens in English, accounting for 92% of conversations.** As a result, Singapore bypasses the local language dynamics that typically steer usage across the rest of the region.
- While users in Singapore require tangible control mechanisms – notably, the ability to reverse actions as their primary adoption unlock – they are **regionally the most receptive to AI recommendations for low-stakes decisions**, such as entertainment and food delivery, without seeking additional verification.

AI in the digital economy

39% of consumer journeys
begin with AI

Top verticals by AI usage

- #1 Work**
- #2 Health**
- #3 Study**
- #4 Travel**
- #5 Online shopping**

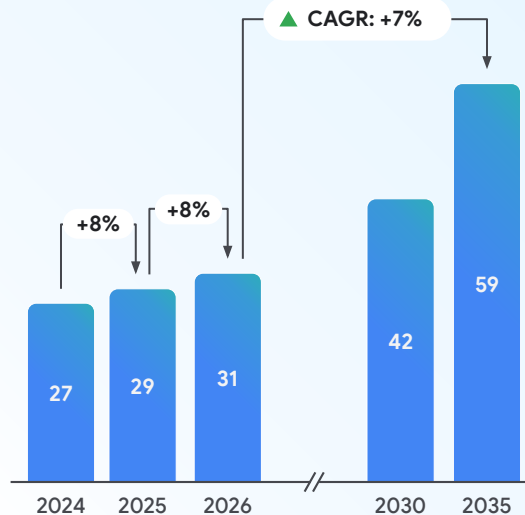
Notes: M = million. 1) Excludes work-, study-, and health-related use cases.

Sources: Google/YouGov, Uncovering AI Adoption, Trust, and Autonomy in SEA, SEA-6, July 2026, n=9,006 AI users; Google Gemini Report Southeast Asia 2026; Bain analysis

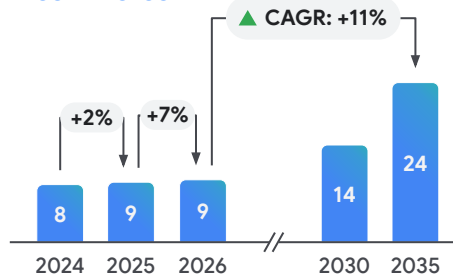
Singapore's digital economy GMV reaches \$31B in 2026, driven by online media, and mobility and food

Overall digital economy

GMV (\$B)



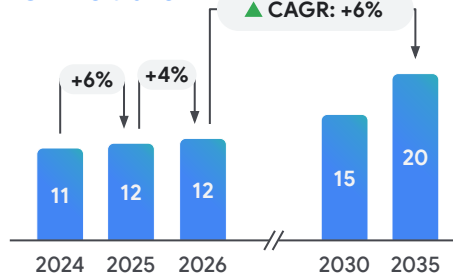
Ecommerce



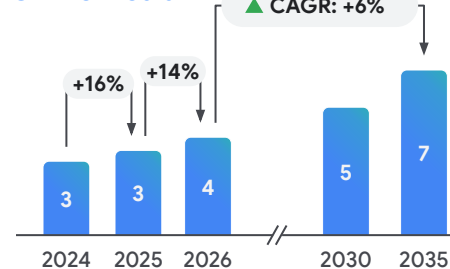
Mobility and food



Online travel



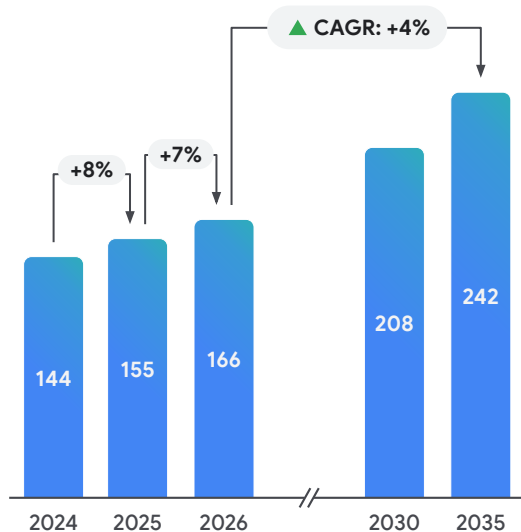
Online media¹



Digital lending continues to lead growth in digital financial services

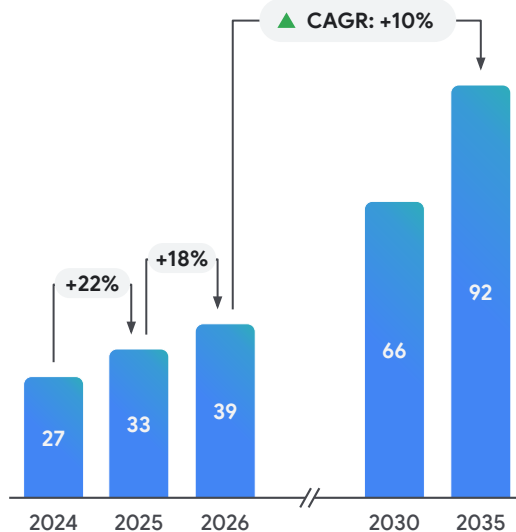
Digital payments

GTV¹ (\$B)



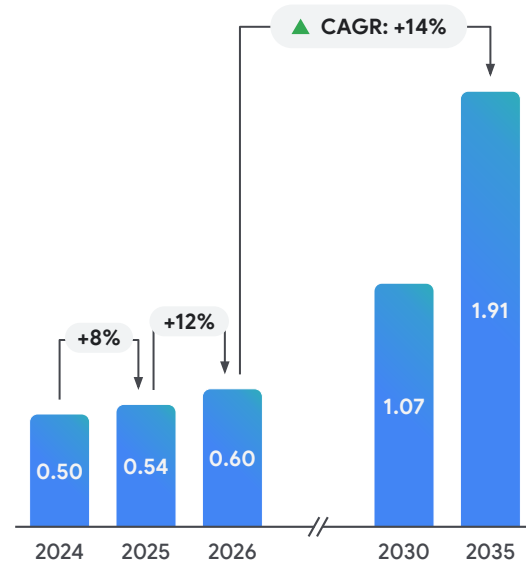
Digital lending

Loan book balance² (\$B)



Digital insurance

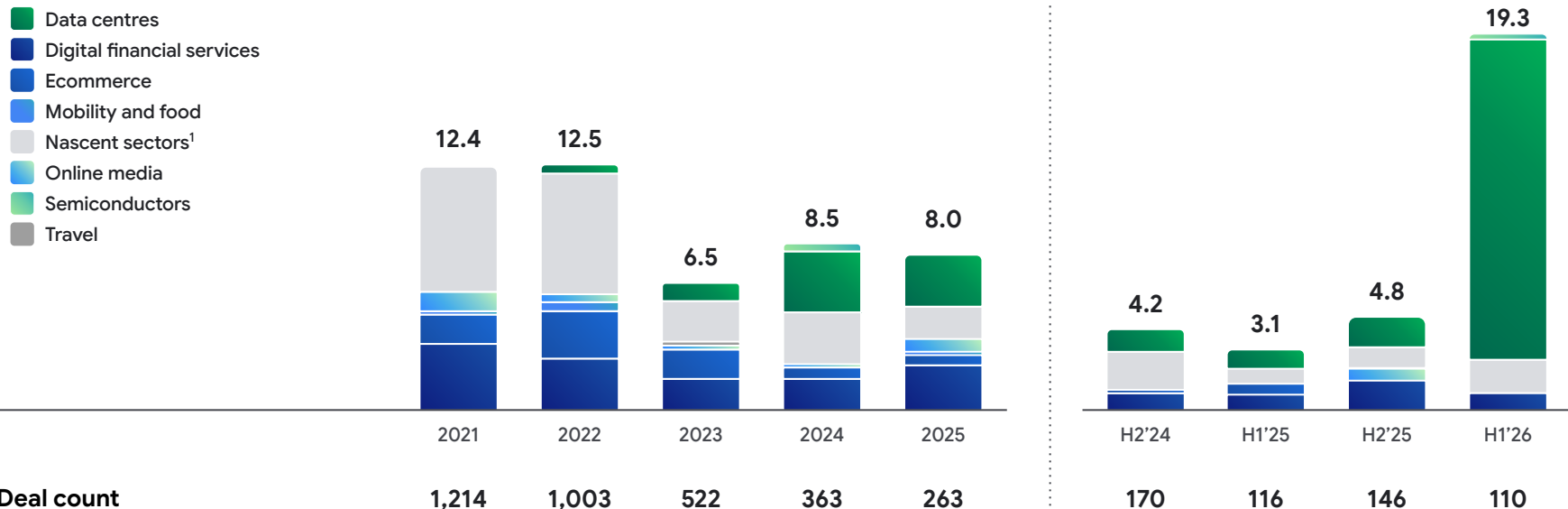
APE & GWP³ (\$B)



Notes: 1) Gross transaction value (GTV) for digital payments includes the value of credit, debit, prepaid card, account-to-account (A2A), and ewallet transactions. 2) Loan book balance for digital lending includes end-of-year balance for consumer loans (excluding credit card and mortgage) and small/medium enterprise (SME) loans. 3) Annual premium equivalent (APE) and gross written premium (GWP) for digital insurance includes APE for life insurance and health under life insurance policies and GWP for non-life insurance. Source: Bain analysis

Private funding remains subdued across digital sectors, though H1 2026 recorded a marquee data centre deal

Private funding value (\$B)



Deal count

Notes: 1) Nascent sectors include new, emerging digital economy sectors such as software and services, sustainability technology, Web3, and others. Private funding value excludes public financing deals (e.g., PIPE, IPO, ICO).

Source: Bain analysis