



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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Two in three Singaporeans have a positive perception of consumer rights

A survey commissioned by the Consumers Association of Singapore (“CASE”) found that 67.4 per cent of respondents have a positive perception of consumer rights in 2025. This is an increase of 0.5 percentage points from 66.9 per cent in a similar survey conducted in 2024.

The survey involving 1,510 respondents, conducted by an independent research consultancy between July and August 2025, also found a corresponding increase in public awareness of CASE and consumer laws. In 2025, 66.2 per cent of respondents said they were aware of CASE, up from 65.6 per cent in 2024. Awareness of the Consumer Protection (Fair Trading) Act (“CPFTA”) increased by two percentage points from 43.7 per cent in 2024 to 45.7 per cent in 2025, while awareness of the Lemon Law¹ rose by 1.1 percentage points from 51.1 per cent in 2024 to 52.2 per cent in 2025.

Based on the findings of the 2025 survey, 56.8 per cent of respondents said they encountered issues such as fake reviews, delayed deliveries and undisclosed sponsorships when shopping online. Some 64.9 per cent of respondents felt that ticket scalping prevented genuine fans from attending events. Some 76.9 per cent of respondents indicated their concern about the problems faced by consumers in the car-sharing sector.

The survey findings were released by CASE on 8 December 2025.

CASE conducts this survey annually to evaluate public awareness of consumer issues and perception of consumer rights in Singapore, with the aim of identifying gaps and priority areas to enhance consumer protection.

The 2025 survey comprised face-to-face interviews with respondents who were representative of the Singapore population based on housing type, age group, ethnicity and gender. Focus group discussions (“FGDs”) were conducted from 30 September to 7 October 2025 with 33 participants to supplement the survey.

¹ The Lemon Law refers to Part 3 of the CPFTA, which provides consumers with additional rights in respect of non-conforming goods.

Public Perception of Consumer Rights

Public perception was determined based on respondents' sentiments towards a series of seven statements about consumer rights and the enforcement of related laws in Singapore. Respondents who provided an average rating of eight points out of ten across the seven statements were deemed to have a positive perception².

The proportion of respondents who said that they felt confident that businesses would not cheat or mislead them rose from 71.8 per cent in 2024 to 72.8 per cent in 2025. The proportion of respondents who said laws against undue pressure were adequately enforced rose from 70.7 per cent in 2024 to 71.4 per cent in 2025. The proportion of respondents who said laws against misleading practices were adequately enforced rose from 71.3 per cent in 2024 to 72.2 per cent in 2025.

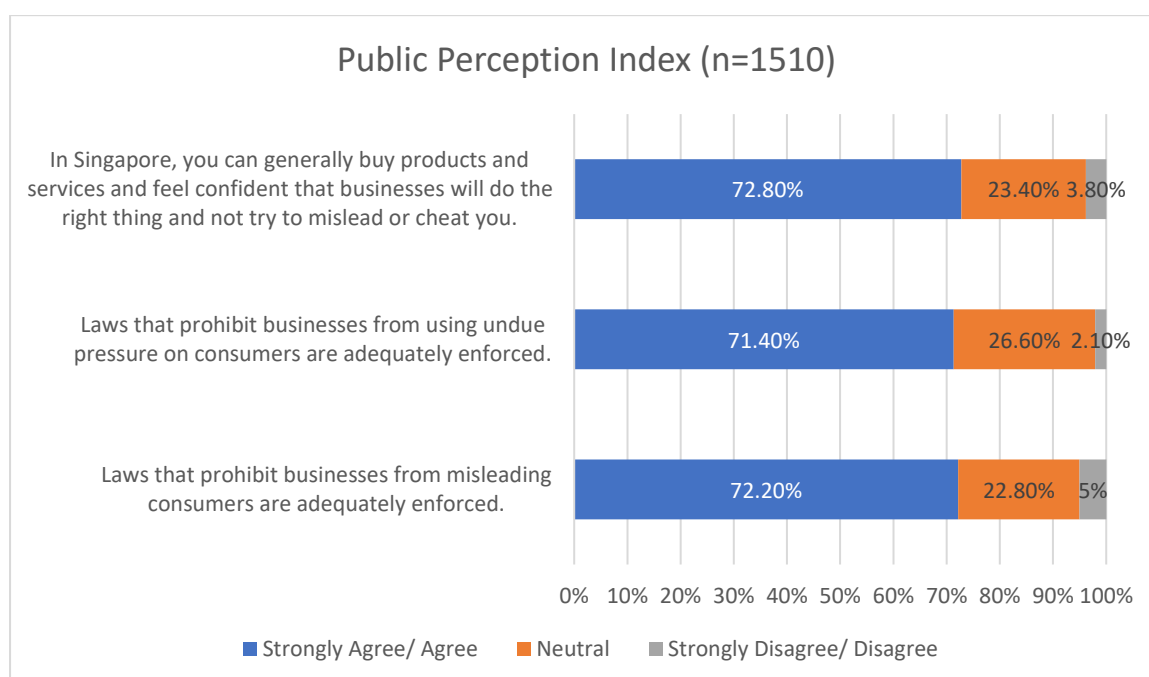


Fig. 1. Findings on sentiments on public perception

These findings suggest that consumers are increasingly assured that their rights are recognised and protected.

Other key findings of the survey can be found in **Annex B**.

Public Awareness of Consumer Issues

From 2024 to 2025, there has been an increase in respondents who said they were aware of CASE, CPFTA and the Lemon Law.

Of the respondents who said that they were aware of CASE (Fig. 2), 52.2 per cent said they came across CASE's consumer education efforts in the past year, compared to 49.3 per cent in 2024.

² Refer to **Annex A** for the composition of public perception based on the survey methodology.

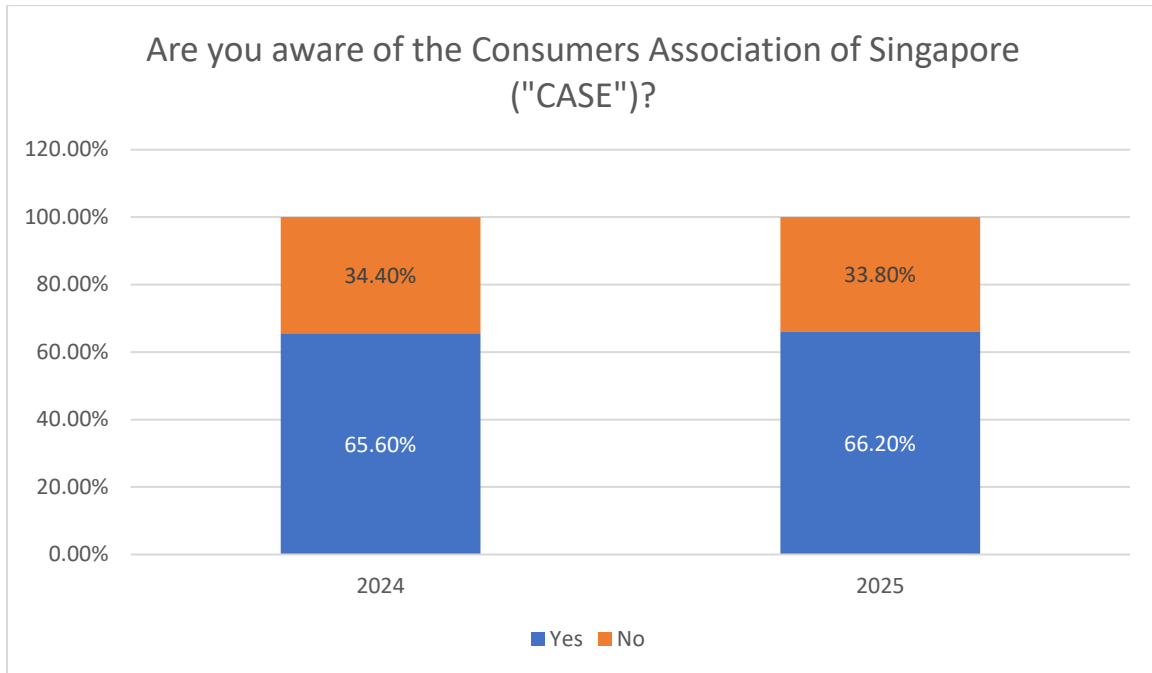


Fig. 2. Findings on awareness of CASE in 2024 and 2025

Some 61.3 per cent said that CASE was effective in educating consumers on consumer laws, an increase from 60.8 per cent in 2024 (Fig. 3). Similarly, 61.3 per cent said that CASE introduced initiatives that were up to date with market developments, an increase from 60.0 per cent in 2024 (Fig. 4).

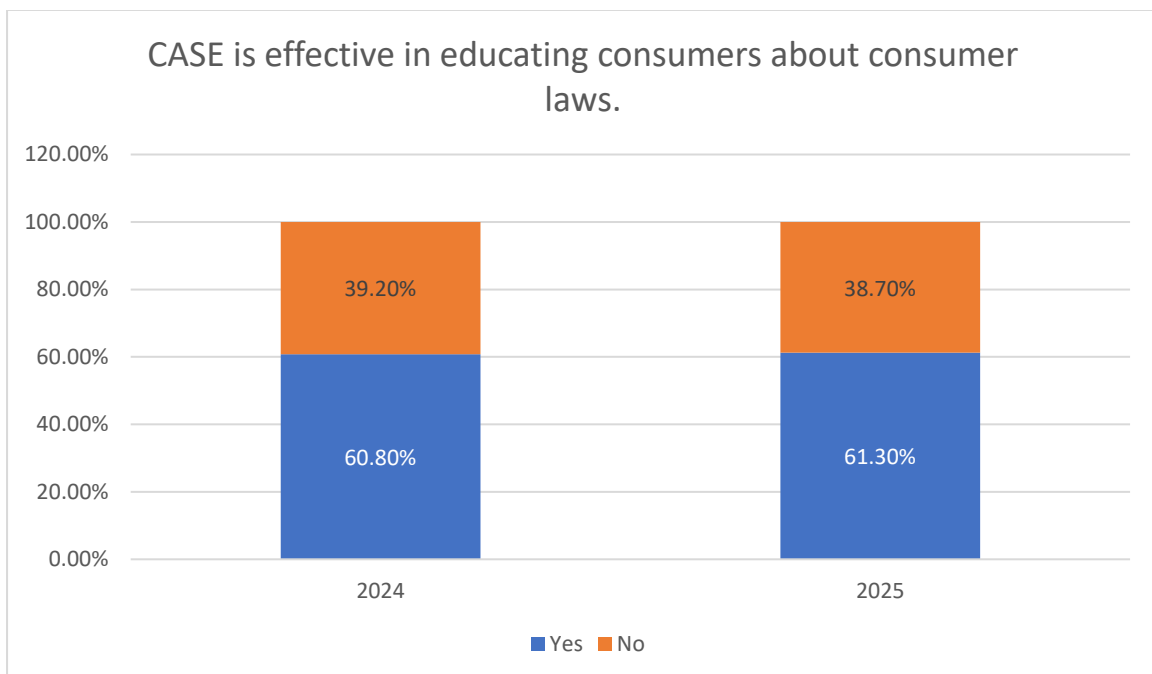


Fig. 3. Findings on effectiveness of CASE in educating consumers about consumer laws

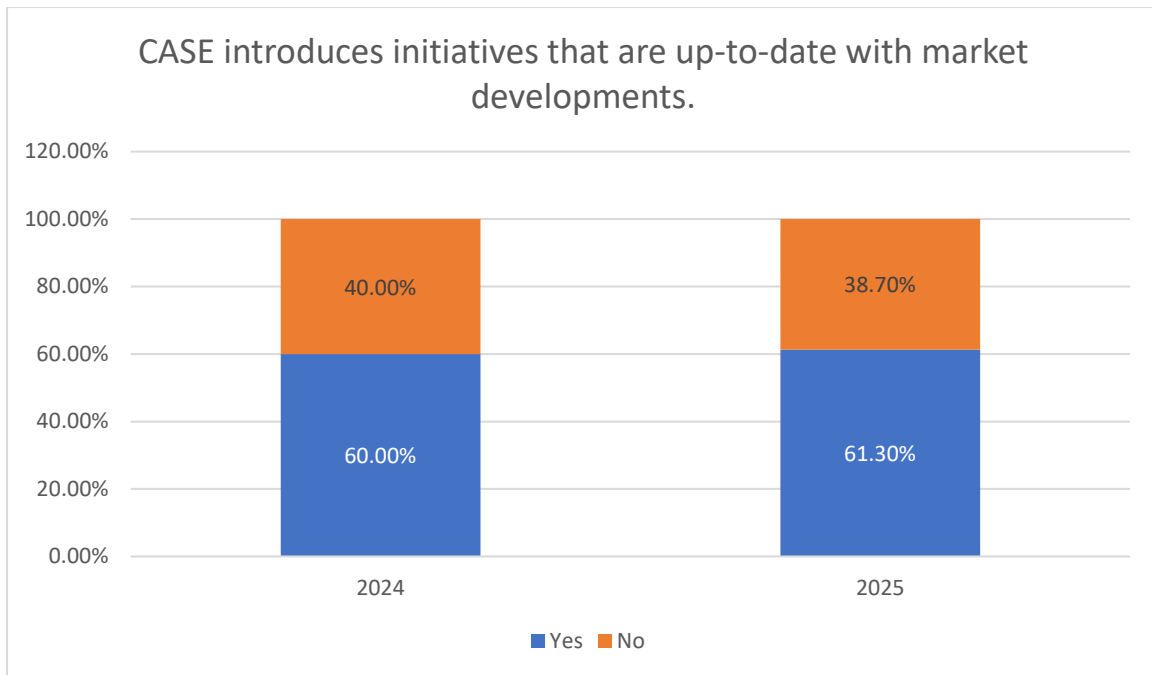


Fig. 4. Findings on CASE’s initiatives and their ability to stay up to date with market developments

Emerging Concerns for Consumers

Online Commerce

The survey findings showed that online shopping was an area of concern for consumers. Of the respondents who said they encountered issues when shopping online, 26.5 per cent said they encountered fake reviews. Some 18.4 per cent of respondents said they encountered delayed deliveries, and 17.9 per cent said they encountered undisclosed sponsorship by social media influencers.

FGD participants expressed skepticism towards practices used by merchants to influence online reviews, such as incentivised ratings, deleting negative reviews and creating fake accounts to boost credibility. FGD participants also expressed frustration at delivery-related issues such as delayed shipments, missing items and complex refund processes, all of which were especially pronounced with overseas platforms or sellers.

Mr Melvin Yong, President, CASE, said: “Online commerce remains an area of concern, with one in two consumers encountering issues such as fake reviews, delivery issues and undisclosed sponsorships by social media influencers when shopping online. To help consumers shop with confidence, we are stepping up our efforts to increase CaseTrust accreditation among e-businesses. We will also continue to advocate for mandatory merchant verification and escrow accounts to protect consumers.”

Ticket Scalping

The survey found that 64.9 per cent of respondents said that ticket scalping makes it difficult for genuine fans to attend events, and 61.4 per cent said it creates unnecessary stress. One-third of respondents said that the introduction of official resale channels with price caps to prevent unfair mark-ups would deter ticket scalping.

Participants in the FGDs were concerned about fake or duplicated QR codes that were only discovered at the venue, bots that sweep up primary ticket sales within seconds and push consumers to resale platforms, and tickets being resold at double the original price.

Mr Melvin Yong said: “Consumers have shared with us their frustration at being unable to get tickets at fair prices because of scalpers. As Singapore becomes the go-to regional hub for concerts and events, more needs to be done to tackle ticket scalping. The Consumer Protection Review Panel is actively engaging ticket service providers to explore establishing authorised ticket sale platforms to provide consumers with greater certainty that tickets resold on proper platforms are legitimate. We are also studying suggestions including phasing out paper tickets and to only have digital tickets with dynamic QR codes, to address ticket scams.”

Car-sharing

Some 76.9 per cent of respondents said they were concerned about risks in the car-sharing sector. Participants in the FGDs were concerned about billing disputes, claims related to damages, the lack of clarity in contracts or damage attribution, and incident reporting or investigation delays.

Mr Melvin Yong said: “As car-sharing becomes more common, it is important to ensure that consumers can use these services with confidence. CASE is working with car-sharing operators to develop a CaseTrust accreditation scheme for the sector, which will set out clear standards on transparency, safety, and service quality. This will help consumers identify trusted operators and encourage fair business practices within the industry, and I look forward to announcing details about this new CaseTrust accreditation soon.”

Conclusion

Mr Melvin Yong said: “It is encouraging to see that public perception and awareness of consumer rights have improved steadily. This suggests that our extensive consumer protection efforts over the years are making an impact. However, issues involving online commerce and ticket scalping persist. This highlights the need to review and strengthen existing safeguards. The Consumer Protection Review Panel is looking into these issues and I look forward to its recommendations in due course. In the meantime, CASE will continue promoting fair trading through CaseTrust, enhancing price transparency through Price Kaki and providing consumers with better access to dispute resolution.”

Melvin Yong
President
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About the Consumers Association of Singapore:

The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) 2003 which came into effect on 1 March 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on:

Facebook: www.facebook.com/casesg

Twitter: www.twitter.com/casesg

Annex A – Composition of Public Perception based on Survey Methodology

Public perception is tracked based on the following statements about consumer rights and the enforcement of related laws in Singapore.

Respondents were asked to indicate their sentiments on a 10-point scale, with 1 being the lowest and 10 being the highest.

Respondents rating 8 or above are considered to have a "positive" perception. Those with ratings between 6 and 7 are considered "neutral". Those with 5 or lower are deemed to have a "negative" perception.

Positive public perception is determined based on the percentage of respondents that provided an average rating of eight points out of ten across the seven statements.

S/No	Statement
1	Laws that prohibit businesses from misleading consumers are widely publicised.
2	Laws that prohibit businesses from using undue pressure on consumers are widely publicised.
3	Laws that prohibit businesses from misleading consumers are adequately enforced.
4	Laws that prohibit businesses from using undue pressure on consumers are adequately enforced.
5	There are various avenues to seek help with disputes against retailers.
6	In Singapore, you can generally buy products and services and feel confident that businesses will do the right thing and not try to mislead or cheat you.
7	You know your rights as a consumer in Singapore.

Annex B – Other Key Findings

