



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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76.2 per cent surge in beauty complaints in 2025, with consumers losing over \$2.1m

The Consumers Association of Singapore (“CASE”) received 2,113 complaints against the beauty industry in 2025, a surge of 76.2 per cent from 1,199 complaints in 2024. The industry accounted for \$2,129,979 in prepayment losses, which were largely driven by the abrupt closure of Wan Yang Health Product and Foot Reflexology Centre and its related entities (“Wan Yang”) in November 2025¹.

Complaints relating to online travel agents (“OTAs”) almost doubled by 49.2 per cent from 380 in 2024 to 567 in 2025. The increase in complaints was in tandem with higher travel volumes, with 2025 seeing an all-time high of 69.98 million passenger movements².

Complaints against the renovation contractors industry fell by 18.2 per cent from 962 complaints in 2024 to 787 complaints in 2025. The decline in complaints can be attributed to CASE’s concerted efforts in ramping up the accreditation of renovation businesses under CaseTrust, to give homeowners more trusted options when they renovate their homes.

CASE received 13,786 consumer complaints in 2025, a 3.2 per cent decrease from 14,236 complaints received in 2024. The industries that accounted for the top five highest complaints in 2025 were beauty, electrical & electronics, motorcars, renovation contractors and telecommunications.

Breakdown of Complaints

Of the 2,113 complaints received against the beauty industry, approximately two in five complaints received against the industry in 2025 involved prepayment losses resulting from sudden business closures. Around one in five of the complaints involved unfair practices such as pressure sales tactics and misleading or false claims.

CASE received 1,193 complaints against the electrical & electronics industry in 2025, a 3.4 per cent

¹ On 26 January 2026, CASE announced that it has secured goodwill complimentary treatments from four CaseTrust-accredited beauty and wellness businesses to support affected consumers.

² Source: Changi Airport Group

decrease from 1,235 complaints in 2024. Some 41.9 per cent of the complaints were related to defective goods and goods that do not conform to contract. Another 14.6 per cent of the complaints were related to the business's failure to deliver goods or services as agreed.

CASE received 1,090 complaints against the motorcars industry in 2025, a 16.5 per cent decrease from 1,306 complaints in 2024. Some 29.7 per cent of the complaints were related to motorcars that are defective or do not conform to contract. Some 15.7 per cent of complaints related to failure to honour agreed terms and conditions on the contract after payment had been made.

The travel industry saw a 47.4 per cent increase in complaints from 420 complaints in 2024 to 619 complaints in 2025. Some 50.7 per cent of complaints were related to cancellations, changes in travel itineraries or disputes over refund amounts. Of the 619 complaints received against the industry, some 91.6 per cent involved OTAs.

The breakdown of complaints received for the top 10 industries in 2024 and 2025 is listed in Table 1.

2024			2025		
No.	Industry	Total Complaints	No.	Industry	Total Complaints
1	Motorcars	1,306	1	Beauty	2,113
2	Electrical & Electronics	1,235	2	Electrical & Electronics	1,193
3	Beauty	1,199	3	Motorcars	1,090
4	Renovation Contractors	962	4	Renovation Contractors	787
5	Entertainment	798	5	Telecommunications	720
6	Furniture	720	6	Travel	619
7	Telecommunications	710	7	Furniture	503
8	Food & Beverages	708	8	Food & Beverages	495
9	Travel	420	9	Airlines	327
10	Finance	363	10	Entertainment	316

Table 1: Breakdown of complaints received for the top 10 industries in 2024 and 2025.

Prepayment Losses

Consumers reported \$2,710,000 in overall prepayment losses in 2025, a sharp 40.4 per cent increase from \$1,930,000 in losses in 2024.

The breakdown of prepayment losses seen for the top three industries in 2025 is listed in Table 2.

2025		
No.	Industry	Total Prepayment Losses
1	Beauty	\$2,129,979

2	Renovation Contractors	\$190,667
3	Travel	\$59,987

Table 2: Breakdown of prepayment losses seen for the top three industries in 2025.

Prepayment losses in the beauty industry accounted for 78.6 per cent of the losses. The abrupt closure of Wan Yang accounted for approximately \$1,250,000 in losses in 2025.

Mr Melvin Yong, President, CASE said: “The sharp rise in prepayment losses in 2025 highlights the urgent need for stronger safeguards for consumers who purchase prepaid packages. While CASE has supported affected Wan Yang consumers through claims assistance and goodwill treatments from CaseTrust-accredited businesses, such goodwill cannot be guaranteed. Stronger, proactive consumer protection measures are therefore necessary.”

Renovation Contractors

Prepayment losses in the renovation contractors industry decreased by 73.8 per cent from \$728,813.76 in 2024 to \$190,667 in 2025. Complaints against renovation contractors also decreased from 962 complaints in 2024 to 787 complaints in 2025. The decline in complaints and prepayment losses can be attributed to greater consumer awareness of prepayment risks and increased take-up of CaseTrust-accredited renovation contractors, which provide safeguards such as clearer contract terms and protection for advance payments.

Mr Yong said: “CASE is encouraged by the decline in complaints and prepayment losses involving renovation contractors, even as more HDB BTO and resale flats come into the market. With more homeowners renovating their new homes, having a larger pool of CaseTrust-accredited renovation contractors gives consumers greater choice and peace of mind. As of January 2026, 268 renovation businesses have been accredited under CaseTrust, marking strong progress towards CASE’s target of accrediting 500 businesses by 2027. CASE urges consumers to engage accredited contractors, who provide deposit protection against sudden business closure and use standard contracts that clearly set out work scopes and payment schedules.”

E-commerce

In 2025, CASE received 3,588 e-commerce complaints, a decrease of 22.7 per cent compared to 4,641 complaints in 2024.

The travel industry accounted for the largest share of e-commerce complaints at 11.8 per cent, followed by telecommunications (9.2 per cent), airlines (7.8 per cent), and electrical & electronics (7.5 per cent).

Some 33.9 per cent of complaints against OTAs in 2025 involved consumers not receiving refunds on time, in full, or as promised by the OTAs. Another 15.9 per cent of complaints were due to OTAs not honouring bookings or agreed terms. Furthermore, some 15.7 per cent of complaints concerned false or misleading claims and pressure sales tactics.

Mr Yong said: “As travel rebounds, complaints against online travel agents are also rising. Many consumers depend on these online platforms to book flights and hotels, but we are seeing problems like bookings not being honoured and websites using designs that pressure or mislead consumers into booking quickly. CASE has conveyed our concerns to the Consumer Protection

Review Panel and we look forward to the Panel's recommendations to address any unfair practices in the e-commerce space."

Conclusion

Mr Yong said: "The sharp rise in prepayment complaints in 2025, particularly in the beauty sector, highlights the risks consumers face when paying upfront without adequate safeguards. In contrast, the renovation sector shows that prepayment losses can be significantly reduced through greater consumer awareness and the wider use of CaseTrust-accredited contractors, which provide protections such as deposit safeguards and clearer payment terms. This reinforces CASE's longstanding call for stronger safeguards, including broader adoption of CaseTrust accreditation, mandatory cooling-off periods and prepayment protection. Our consumer protection system needs to step in before problems happen, not after. CASE will work closely with the Consumer Protection Review Panel to examine prepayment risks and recommend stronger protections for consumers in higher-risk sectors."

Melvin Yong
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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) which came into effect on 1 March 2004.

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