

SFIC Launches 2026–2030 Roadmap to Future-Proof the Singapore Furniture Industry

- *New roadmap charts the next phase of growth for Singapore's furniture and furnishing enterprises amid rising global headwinds.*
- *Centred on innovation, technology, and global collaboration, SFIC aims to empower local furniture and furnishing companies to expand overseas and shape future living spaces.*

SINGAPORE, 21 October 2025 — The Singapore Furniture Industries Council (SFIC) today unveiled its **2026–2030 Industry Roadmap**, a five-year blueprint to help local furniture and furnishing companies thrive amid shifting global trade dynamics and intensifying international competition.

Rooted in four decades of industry leadership, SFIC's roadmap sets forth its mission to "Enable Future Living and Working Spaces That Touch Lives." It places **advocacy and thought leadership, membership engagement, leveraging the Singapore brand, and tech adoption** at the core of the sector's next phase of growth.

Anchoring the Industry on Four Pillars of Growth and Globalisation

At its core, the roadmap is anchored on four key pillars:

- **Advocacy and thought leadership** to shape conversations around future living and working spaces.
- **Broadened, business-driven membership engagement**, uniting the ecosystem through shared industry goals.
- **Leveraging Singapore's brand equity**, reinforcing global trust in Singapore-made quality, safety, and sustainability.
- **Fit-for-purpose technology adoption**, with SFIC leading by example through its own digital transformation while supporting members to apply technology meaningfully.

*"The recent headwinds in global markets have shown just how unpredictable things can be," said **Joshua Koh, President of SFIC**. "Yet within this volatility lie new opportunities for our local enterprises to diversify and innovate. Companies that design for evolving lifestyles, embrace digital tools to work smarter, and explore new markets abroad will not only stay competitive but also help keep our industry agile and future-focused."*

Empowering Singapore's Furniture Brands to Thrive on the Global Stage

At the heart of the roadmap is a stronger push for internationalisation through SFIC's new **"3L"** model:

- **Learn:** Pre-market training and market readiness support
- **Launch:** Guided entry, local partnerships, and pilot deployments
- **Land:** Post-market follow-through, distribution, and sustained growth

This model connects Singapore brands to overseas markets in a structured way, combining training, in-market consulting, and follow-up support. SFIC recently tested components of the 3L model during a market exploration in the United Arab Emirates, helping local firms navigate the dynamically evolving Gulf market.

Driving Growth Through Purposeful and Adaptable Living

Future living and working spaces will be shaped by a stronger focus on health, wellness, and longevity. As people live longer and spend more time at home and at work, there is growing demand for designs that enhance comfort, mobility, and mental well-being — from adaptive furniture for seniors to solutions that support active, balanced lifestyles.

SFIC will enhance its **Design Innovation Programme** to support companies interested in developing such products. The programme's most recent run delivered close to S\$5 million in revenue, showcasing how design innovation can translate into tangible business growth. The programme helps brands translate urban-living needs into modular and multifunctional designs through collaborations with local and international designers.

Singaporean brands such as **Scanteak** and **Pepperwall** exemplify this approach: Scanteak's Leika Collection, designed for multi-generational homes, offers modular versatility, while Pepperwall's Flutes Seating Collection combines modular craftsmanship with sustainability, earning international design awards.

With one in four Singapore residents projected to be over 65 by 2030, SFIC is spearheading new efforts to design for longevity and wellness. A commissioned study on **elderly-friendly furniture** will guide local brands in creating solutions that blend safety, comfort, and aesthetics.

Designs such as **Commune's Silver Line Chair**, engineered for stability and independence, showcase how Singapore companies are addressing real-world needs with empathy and innovation.

Equipping Businesses to Compete in a Digital and Sustainable Future

The roadmap also emphasises digitalisation and shared infrastructure as core enablers of competitiveness. SFIC will guide members in adopting **AI-driven productivity and business-matching tools**, and **digital platforms that enhance customer engagement** and collaboration. These practical, scalable initiatives ensure that even smaller enterprises can benefit from technology-driven efficiencies and innovation without large-scale investment, leveling the playing field across the ecosystem.

Looking ahead, SFIC will begin accreditation for sustainable furniture and host its inaugural **Future Living & Working Symposium**, bringing together regional experts, policymakers, and design leaders to exchange insights and showcase member innovations.

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About the Singapore Furniture Industries Council (SFIC)

Established in 1981, the Singapore Furniture Industries Council (SFIC) is the official representative body of Singapore's furniture and furnishings industry. With over 300 members spanning four key clusters — manufacturers/ interior fit-out specialists, retailers, designers, and materials/ components/ service providers — SFIC represents a sector with a collective global footprint in more than 80 countries.

Guided by its new vision of "Enabling future living and working spaces that touch lives," SFIC's 2026–2030 Roadmap focuses on four key thrusts:



- Advocacy & Thought Leadership – Strengthening the industry’s collective voice and positioning Singapore as a knowledge leader in future living and working spaces.
- Membership & Engagement – Building a more inclusive and collaborative ecosystem that delivers greater value to members.
- Singapore Brand Equity – Elevating Singapore’s reputation as a trusted global brand for design innovation, quality, and sustainability.
- Use of Technology – Empowering transformation through digitalisation, sustainable design solutions, and capability building.

As an aggregator and multiplier in the furniture ecosystem, SFIC helps members stay future-ready and globally competitive through internationalisation, design innovation, sustainability, digital transformation, and human capital development initiatives. It also nurtures the next generation of industry leaders through the SFIC Young Leaders Chapter.

The SFIC Institute, the Council’s training and talent development arm, offers a comprehensive range of courses, masterclasses, consultancy services, and job placement programmes for the furniture ecosystem and built environment sectors.

SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC), fostering stronger intra-ASEAN collaboration and advancing the region’s collective competitive advantage in the global marketplace.

For more information, visit www.singaporefurniture.com.