

Challenges to Singapore's Growth in Precision Cleaning: Navigating International Competition

The global market for cleaning robots is poised for remarkable growth, with an estimated CAGR of 22% from 2022 to 2030, reaching a value exceeding USD 21.2 billion by 2030, according to studies by Polaris. This underscores the immense potential and increasing demand for precision cleaning solutions worldwide.

Singapore itself faces tough competition from well-established markets like the United States, Canada, and Europe. While Asia Pacific has witnessed rapid growth in recent years, countries such as China, Japan, and South Korea still dominate the industry. To carve out a strong position in the precision cleaning industry, Singapore must prioritise innovation.

Singapore's high labour and operating costs can be a disadvantage when competing with lower-cost countries. International clients may choose cheaper alternatives, especially for standard cleaning services, leading to potential price pressure on Singaporean manufacturers. The nation also experiences skill shortages in certain tech sectors. As the market and demand grows, workforce challenges could pose significant hurdles.

To establish a stronger foothold in the global precision cleaning space, Singapore must address internal challenges and seize opportunities within the industry.

Continuous innovation is crucial to staying ahead of the competition. Singapore has to step up investment in research and development to develop cutting-edge cleaning technologies and methods. Embracing automation, robotics, and data analytics can increase efficiency and enhance the precision cleaning process, making Singapore's services more attractive to international clients.

There is further a need to develop essential skills and competences in the workforce. Offering specialised training and development programs will ensure that Singapore's precision cleaning professionals stay up-to-date with the latest technologies and best practices, enhancing the industry's competitiveness.

Identifying niche areas in which Singapore can excel and become a global leader will help the industry stand out from competitors. Whether it's precision cleaning for specific industries or expertise in handling unique materials, specialisation can draw international clients seeking high-quality services tailored to their specific needs.

While Singapore enjoys the benefits of its strategic location and strong government support, companies, education institutes, and the government need to come together to create stepping stones for the players in our precision cleaning industry.