

Frasers Property-SMU study finds suburban malls play growing social role in seniors' daily lives

- ◆ Findings highlight growing potential to better support accessibility and social connection for seniors with intentional design and programming
- ◆ Frasers Property responds with the launch of *FRx50+*, a campaign designed to enhance everyday experiences for shoppers aged 50 and above through tailored retail, dining and community experiences

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For many older Singaporeans, a suburban mall is not primarily a place to shop. It is where they have breakfast with friends, run daily errands, rest between appointments and stay connected to the people and rhythms of community life.

A new [joint study](#) by Frasers Property Singapore and the Singapore Management University (SMU) Centre for Research on Successful Ageing (ROSA) puts evidence behind what many have long observed—that suburban malls have become quietly essential to how Singapore's seniors live, move and stay socially connected. With one in four Singaporeans projected to be aged 65 and above by 2030¹, the findings point to a significant and largely untapped opportunity for everyday spaces to better serve this growing population. (*Refer to Annex A for methodology.*)

Suburban malls as everyday social infrastructure

The study finds that more than six in 10 older adults² visit suburban malls at least once a week, with many making multiple trips. These visits are driven less by discretionary spending than by daily routines, familiarity and social connection. (*See Annex B for an overview of the key purposes behind visits to suburban malls.*)

- 77% cite dining out as a primary reason for visiting malls
- Over half engage in leisure activities such as window shopping
- 57% spend up to \$100 weekly and close to 92% spend up to \$200, reflecting visits built around habit and community rather than consumption (*Refer to Annex C for an overview of weekly spending patterns at suburban malls.*)

Destination choices reinforce this pattern.

- Easy public transport access is a priority for 69% of respondents
- Proximity to home matters to 41%
- A tenant mix that meets daily needs drives visits for 40% (*See Annex D for an overview of the most valued features of suburban malls.*)

The data suggests that older adults are seeking places that are reliable, familiar and within reach as a dependable part of their daily rhythm.

¹ National Population and Talent Division. (2025). Longevity (Population Trends). Strategy Group, Prime Minister's Office. [Website](#).

² Older adults are defined as individuals aged approximately 50 and above.

“As Singapore moves towards becoming a super-aged society, the question is how our everyday environments adapt to these demographic changes,” said **Professor Paulin Straughan, Director, SMU ROSA**. “Research like this shows that familiar neighbourhood spaces, including suburban malls, have a meaningful and growing role to play, but realising that potential requires intentional design and programming.”

Where the opportunity lies

Beyond usage patterns, the study identifies two areas where suburban malls are well-positioned to do more for older adults.



Directly connected to Yishun MRT station, Northpoint City is Frasers Property Singapore’s largest mall in the northern region, offering a vibrant mix of retail and community experiences. It is owned by Frasers Centrepoin Trust, Frasers Property’s retail-focused REIT.

1. Environments that support independence and comfort

Accessible, navigable environments are essential for older adults to remain active in daily life. The study highlights clear opportunities to enhance the physical experience, including expanded seating and rest areas in quieter zones, clearer wayfinding, age-friendly navigation tools and community-facing amenities such as wellness spaces, learning corners and multi-purpose rooms. (Refer to Annex E for an overview of most commonly used amenities suburban malls.)

Together, these elements can transform malls from transactional spaces into places where older adults genuinely want to spend time.

2. Programming that deepens social connection

Beyond physical design, activity programming plays a significant role in encouraging sustained social engagement. The study points to an appetite among older adults for interest-based activities such as hobby workshops, cultural programmes, food and lifestyle events that foster participation, and intergenerational initiatives that bring families and communities together. Malls that invest in such efforts move beyond being destinations, playing a more active role in strengthening community life.

Frasers Property's response: Elevating everyday experiences through *FRx50+*

Being Singapore's largest suburban retail mall owner, Frasers Property is well-positioned to act on the study's findings by supporting older adults in their daily routines and community life. These efforts include both [ongoing enhancements](#) and new initiatives under its upcoming [FRx50+](#) campaign. Launching on 1 May 2026, *FRx50+* is a direct response to what the study reveals—a set of initiatives designed to enhance everyday experiences for shoppers aged 50 and above across retail, dining and community life.

“As Singapore becomes a super-aged society, this study highlights the increasingly vital role suburban malls play as everyday social spaces for older adults—beyond places for transactions. Guided by our vision of creating meaningful ‘*second places*’, initiatives such as *FRx50+* reflect our ongoing efforts to elevate the mall experience for an evolving population,” said **Mr Adrian Tan, Managing Director, Retail, Frasers Property Singapore**.

These efforts include:

Enhancing accessibility and comfort

- **Singapore's first in-store turn-by-turn wayfinding tool** with barrier-free routing and real-time location identification, enabling more confident and independent navigation.
- **Roving Service Ambassadors** across its malls, providing on-ground assistance and a more personalised, approachable service experience.
- **Refreshed customer touchpoints** designed to make everyday visits smoother and more intuitive.
- **Priority checkout lanes** for older adults, piloted at Cold Storage in Tampines 1 from 1 May 2026, offering a more comfortable and unhurried shopping experience.

Strengthening social participation

- **Senior-led interest groups** introduced at selected malls in partnership with nearby Active Ageing Centres (AACs), offering regular sessions built around shared interests and community connection.
- **Silver Social Spaces** expanded through partnerships with CIMB Singapore and Lions Befrienders, bringing seniors together through guided activities and volunteer-supported sessions.
- **Intergenerational programming** designed to foster connection across age groups and strengthen community bonds within the mall.

Creating economic inclusion

- **Micro-jobs pilot** by DBS Foundation and Thye Hua Kwan Moral Charities has enabled meaningful roles for older adults to be introduced within mall operations, recognising the value seniors bring to vibrant community spaces.

Driving everyday value

- **Golden Deals** offering attractive promotions from over 80 retail and dining brands, spanning 10 malls across 181 participating outlets.
- **Complimentary off-peak parking** from Mondays to Thursdays, 2pm to 5pm.
- **Monthly coffee promotions of \$1 coffee treats** at participating stores on the first Monday of every month.

Advancing community-centred retail experiences through partnerships

Frasers Property Singapore will continue deepening its partnerships with community groups, agencies and research institutions to better understand and respond to the evolving needs of the communities it serves. The insights from this study mark a starting point, not a conclusion—informing how its suburban malls are designed, programmed and operated for a multi-generational population.

“At the end of the day, it’s about creating places people feel comfortable returning to—spaces that become part of their everyday routines,” continued **Mr Tan**.

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About Frasers Property Singapore

Frasers Property Singapore is a business unit of SGX-listed Frasers Property Limited, a multinational company that owns, develops, and operates a diverse and integrated property portfolio. Frasers Property Singapore invests, develops and operates residential, retail, office and mixed-use properties in Singapore.

Over the years, it has developed over 23,000 quality homes. It oversees a portfolio of 12 shopping malls in Singapore and six commercial properties. Nine of the retail assets and one commercial property are held under Frasers Centrepoint Trust, and another commercial property is held under Frasers Logistics & Commercial Trust.

For more information on Frasers Property Singapore, please visit frasersproperty.com/sq or follow us on [Facebook](#) and [Instagram](#).

About Frasers Property Limited

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”) is an integrated investor-developer-operator of real estate products and services. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$39.7 billion as at 30 September 2025.

Frasers Property operates across five asset classes: industrial & logistics, retail, commercial & business parks, residential and hospitality. Its businesses span Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in 20 countries.



The Group is the sponsor of real estate investment trusts (“REITs”), Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust, listed on the SGX-ST, as well as Frasers Property Thailand Industrial Freehold & Leasehold REIT and Golden Ventures Leasehold Real Estate Investment Trust, listed on the Stock Exchange of Thailand.

Guided by its purpose of inspiring experiences and creating places for good, the Group promotes an ESG framework that supports long-term value creation through focus areas such as transparent governance, sustainable finance, inclusive communities and reducing our carbon emissions. Frasers Property aims to deliver lasting shared value for its customers, people, investors and communities, while fostering a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit frasersproperty.com or follow us on [LinkedIn](#).

About the Centre for Research on Successful Ageing (ROSA)

ROSA is a multidisciplinary research centre based in SMU. It was established with an MOE Tier 3 social sciences research grant, as well as the generous support of The Ngee Ann Kongsi. Research at ROSA seeks to define and measure a holistic construct of well-being and to identify the factors that impact Singaporeans’ well-being as they progress through the later phases of life. Through close collaboration with government and other partner agencies, ROSA also aims to translate research insights into policy innovations that advance the well-being of older adults holistically and promote successful ageing in Singapore. ROSA brings together a diverse team of leading international and local researchers in ageing and age-related issues from various disciplines. Through empirical evidence derived from a longitudinal methodological approach, the multidisciplinary and multi-institutional research team advances propositions that promote successful ageing in Singapore.

About Singapore Management University

Established in 2000, Singapore Management University (SMU) is recognised for its disciplinary and multi-disciplinary research that addresses issues of global relevance, impacting business, government, and society. Its distinctive education, incorporating innovative experiential learning, aims to nurture global citizens, entrepreneurs and change agents. With more than 13,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with six of its eight schools - Accountancy, Business, Computing, Economics, Law and Social Sciences. Its seventh school, the SMU College of Integrative Studies, offers degree programmes in deep, integrative interdisciplinary education. The College of Graduate Research Studies, SMU’s eighth school, enhances integration and interdisciplinarity across the various SMU postgraduate research programmes that will enable students to gain a holistic learning experience and well-grounded approach to their research. SMU also offers a growing number of executive development and continuing education programmes. Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through its partnerships with industry, policy makers and academic institutions. <https://www.smu.edu.sg/>