

Singapore ranks seventh in Savills' inaugural Matcha Index of global tech cities

Tokyo, London and Seoul lead on liveability and café culture

For Immediate Release – Singapore has emerged as one of the world's most 'liveable' cities for tech workers, ranking seventh in Savills' inaugural [Matcha Index](#) – a study that uniquely assesses urban liveability through café culture, matcha affordability and quality. Tokyo, London and Seoul occupy the top three spots.

The cost of a matcha latte varies significantly across cities in the index, from just US\$3.61 in Beijing to US\$6.21 in New York. In Singapore, matcha lattes average US\$5.43, placing the city among the higher-cost markets in the Index, alongside global tech hubs such as London (US\$5.54). Despite higher prices, Singapore remains competitive on overall liveability for tech workers, supported by strong café availability, quality and connectivity.

Sulian Tan-Wijaya, Executive Director of Retail & Lifestyle at Savills Singapore says, "Singapore has a vibrant and rich café culture. Besides the strong presence of established and new coffee chains, our café culture has evolved to embrace anything Matcha, which you can find in lattes, gelato, cakes, and even bubble tea.

"Matcha is also a favourite among the health-conscious consumers.

Interestingly, Singapore is also an early adopter of the emerging trend of Matcha rave parties—innovative, alcohol-free events combining wellness and nightlife."

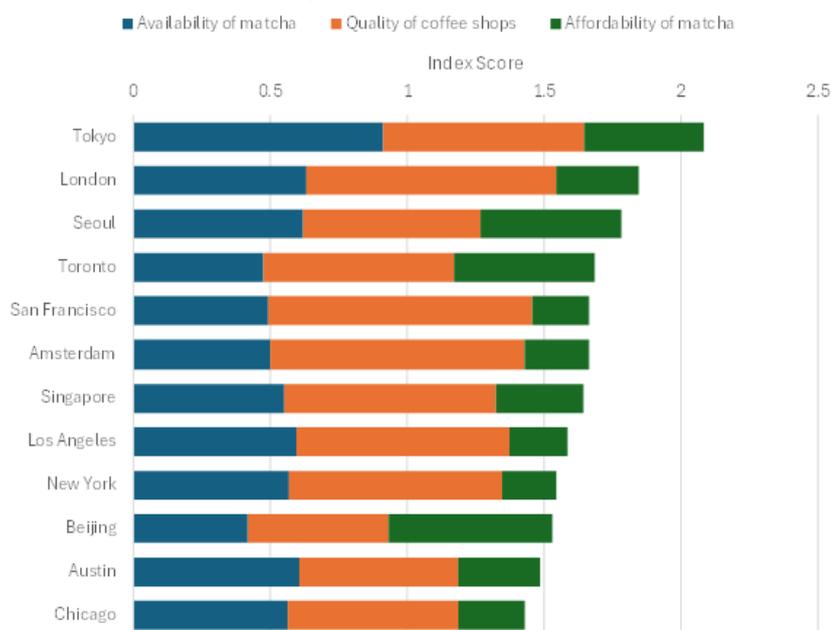
Tokyo's matcha lattes average US\$4.66, offering both value and vibrancy, as the city blends traditional tea culture with a modern tech lifestyle. Seoul follows at US\$4.15, reflecting its strong café culture and affordability.

Savills Singapore Pte Ltd
30 Cecil Street
#20-03
Prudential Tower
Singapore 049712

REG NO: 198703410D
T: +65 6836 6888
savills.com



Savills Matcha Index: Top 12



Source: Savills Research. **Availability of matcha:** number of coffee shops and share that serve matcha; **Quality of coffee shops:** Number of third wave coffee shops and average rating; **Affordability of matcha:** average cost of a matcha latte in USD.

Savills analysis is part of its [Tech Cities research](#), which examines which cities around the world offer the elements that make a location 'liveable', generate buzz, and provide spaces where tech workers people can work, connect, and spark ideas over a hot (or cold) drink. Coffee culture has in effect become a vital part of the social infrastructure that supports the tech ecosystem, and matcha lattes have taken over as the 'go-to' drink for young professionals. This shift reflects broader lifestyle trends: matcha is prized for its slow-release energy and perceived health benefits, aligning with tech workers' growing focus on wellness.

Cost of a Matcha Latte in the Top 12 Cities on the Savills Matcha Index:

City	Cost of Matcha Latte (USD)
Tokyo	\$4.66
London	\$5.54
Seoul	\$4.15
Toronto	\$4.17
San Francisco	\$6.15
Amsterdam	\$5.97
Singapore	\$5.43
Los Angeles	\$6.12
New York	\$6.21
Beijing	\$3.61
Austin	\$5.56
Chicago	\$5.93

Source: Savills Research

Charlotte Rushton, Associate in Savills World Research team, comments: “The Matcha Index reveals a clear pattern: tech cities that successfully blend lifestyle and innovation tend to thrive. While the Index may appear playful, it underscores a serious truth: vibrant café cultures, whether centred on espresso or matcha, are vital to urban liveability and connectivity. These spaces foster spontaneous interactions, networking, and a seamless blend of work and leisure, making them essential to the social fabric of modern tech hubs.”

-Ends-



For further information, please contact:

Jacke Chye, Head of Marketing and Communications, Savills Singapore

Tel: +65 9678 6761 | Jacke.Chye@savills.com.sg

Juliet Tseng, Manager, Corporate Communications & Media Relations

Tel: +65 9687 6657 | Juliet.tseng@savills.com.sg

About Savills

Savills is a global real estate services provider listed on the London Stock Exchange. Savills operates from over 700 owned and associate offices, employing more than 40,000 people in over 70 countries throughout the Americas, the UK, Europe, Asia Pacific, Africa and the Middle East, offering a broad range of specialist advisory, management and transactional services to clients all over the world.

Savills Singapore is a leading real estate services provider in the Asia Pacific region, maintaining market leadership through value-based expertise, extensive global reach and premium service. We combine the entrepreneurial spirit and deep understanding of specialist property sectors with the highest calibre of client care to serve the needs of investors, owners and occupiers all over the world. Our services include transactional advice in investment, industrial, commercial, residential, retail, project management, research and consultancy, property and facilities management and valuation.

Our company is known for providing high-quality and innovative real estate solutions to clients and has won several awards and accolades over the years for our work in the real estate industry. Committed to delivering excellent customer service and building long-term relationships with clients, Savills Singapore is well-positioned to continue to grow and expand its business to meet the needs of our clients locally and globally.

For more information about Savills Singapore, visit our website at www.savills.com.sg