

The Next 60 Years: How AI can power Singapore's Future - Appendix

This is the appendix containing data points produced by Public First but not used in the AI Economic Opportunity Report (EOR) produced for Singapore. You can access the full report [here](#).

Impact of Google in Singapore

- In 2024, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube helped provide S\$7.7 billion (US\$5.8 billion) of economic activity for businesses.
- For small and medium businesses, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube helped provide at least S\$3.8 billion (US\$2.8billion) of economic activity in Singapore in 2024.
- The Google Play app ecosystem has enabled the creation of 82,000 direct, indirect and spillover jobs.
- In 2024, Google supported 12,000 jobs by helping businesses expand through their use of Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube.
- In 2024, Google Search, Google Ads, Google AdSense, Google Play, and YouTube helped provide S\$5.9 billion (US\$4.4 billion) in export benefits from overseas markets for local businesses.
- In 2024, Google Search, Google Maps, Google Play, Google Drive, and YouTube helped provide S\$12 billion (US\$8.9 billion) of additional consumer benefits for Singaporeans. This is equivalent to a monthly benefit of S\$210 (US\$160) for the average online adult, which is the result of easier access to information, increased productivity and a variety of entertainment and enrichment benefits.
- On average, we estimate that Google's AI-powered tools could save Google Workspace users over 10 work days a year. This includes time saved by accessing, storing and sharing online documents for work, and from reduced meetings and more efficient collaborations.

Impact of Google Cloud in Singapore

- Over the next 5 years (i.e., 2026 to 2030), the Google Cloud region in Singapore is expected to add S\$66 billion (US\$49.3 billion) in economic value to Singapore, equivalent to 1.6% of GDP, and support an average of 41,000 jobs per year.
- Over the next 5 years (i.e., 2026 to 2030), S\$100 billion (US\$74.7 billion) in economic value can be gained by businesses in Singapore through their adoption of enterprise-grade AI platforms and tools (e.g., Vertex AI, Gemini Code Assist, Gemini in BigQuery, and Gemini in Looker).
- Over the next 5 years (i.e., 2026 to 2030), S\$115 billion (US\$86 billion) in export activities is expected to be gained by Singapore businesses through Google Cloud-enabled exports to overseas markets.
- Over the next 5 years (i.e., 2026 to 2030), S\$28 billion (US\$21 billion) in economic value will be gained by Micro, Small and Medium Enterprises (MSMEs) and startups through their use of Google Cloud solutions and Google Workspace.
- Over the next 5 years (i.e., 2026 to 2030), S\$3.5 billion (US\$2.6 billion) in efficiency gains and cost savings can be achieved by the government agencies and state-owned enterprises in Singapore [through their adoption of enterprise-grade AI platforms and tools (e.g. Vertex AI, Gemini Code Assist, Gemini in BigQuery, and Gemini in Looker).
- Over the past 5 years (i.e., 2020 to 2025), we estimate that the wider productivity and innovation impact of the Google Cloud region in Singapore has added S\$38 billion (US\$28.4 billion) in economic value to Singapore, equivalent to 1.2% of GDP, and supported an average of 16,000 jobs per year.
- Over the past 5 years (i.e., 2020 to 2025), S\$17 billion (US\$12.7 billion) in economic value was gained by MSMEs and startups through their use of Google Cloud solutions and Google Workspace.
- Over the next 5 years (i.e., 2026 to 2030), by investing in generative AI-powered cybersecurity tools and advanced threat intelligence, organizations in Singapore can reduce cyberattack-related losses by S\$5.2 billion (US\$3.9 billion).

- Over the next 5 years (i.e., 2026 to 2030), S\$63 billion (US\$47.1 billion) in economic value can be generated by narrowing Singapore's cloud, AI, and cybersecurity talent gap through specialized skills training and certification programs
- 49% of Singaporeans who are entering the workforce over the next 5 years (i.e., 2026 to 2030) expect access to similar AI-powered developer and productivity tools that they have been benefiting from prior to entering the workforce (i.e., as students or in their personal capacity).