

FairPrice Group Unveils ‘Store of Tomorrow’ Program with Google Cloud to Reimagine Its Retail Experiences and Operations

New AI innovations developed using Google Cloud’s fully integrated technology stack will be introduced in FairPrice Group’s Punggol Digital District FairPrice Finest outlet

Singapore, June 5, 2025 – This week at NRF’s Big Show Asia Pacific 2025, [FairPrice Group](#) (FPG) and [Google Cloud](#) showcased FPG’s Store of Tomorrow (SOT) program, a roadmap to embed the latest cloud and AI technologies into new and existing in-store and omnichannel retail touchpoints to redefine customer experiences at FairPrice supermarkets.

Under this program, FPG will deploy cloud-connected shopping carts, an AI-powered store operations portal, in-store video analytics, and other new retail solutions, developed using Google Cloud’s [industry-leading](#) platform services across modern infrastructure, data management, and generative AI (gen AI), in its FairPrice Finest outlet at Punggol Digital District. This outlet is set to open in Q3 2025.

Vipul Chawla, Group Chief Executive Officer, FairPrice Group, said: “The last few years of global disruption have shown that the only certainty in retail is how quickly consumer needs, tastes, and preferences evolve. Through our Store of Tomorrow program with Google Cloud and its partner ecosystem, we’re applying interoperable, best-in-class gen AI and data analytics capabilities to reimagine shopper engagement across physical and digital formats and make things easier on the experience and wallet for our customers.”

Reimagining the shopping experience with cloud-connected Smart Carts

Currently being piloted in FairPrice Finest at Sengkang Grand Mall, FPG’s cloud-connected shopping carts, called “Smart Carts,” help guide consumers with in-store navigation, spotlight promotions for nearby products as they browse aisles, and provide product recommendations based on their shopping needs. Customers can also use the Smart Carts’ built-in scanners for convenient scan-and-pay transactions.

This enhanced omnichannel experience is enabled by the integration of hardware and software from [TROLLEE](#) with FPG’s retail operations systems and [consumer app](#) – all of which are connected and underpinned by [BigQuery](#), [Cloud SQL](#), and [Cloud Run](#) – Google Cloud’s serverless [data-to-AI](#), [relational database](#), and compute services. In addition, the solution simultaneously uses Google Cloud’s [Gemini API](#) on [Vertex AI](#) to dynamically generate product recommendations. This comprehensive workflow allows relevant user and store information, as well as tailored recommendations, to be extracted and presented to customers in real-time on the Smart Carts’ built-in display screens.

To offer further convenience and flexibility to customers, FPG plans to implement biometric payment in-store, supported by Google Cloud infrastructure, and has integrated its consumer app with [MyInfo](#). These developments will benefit customers registered under specific government support programs—such as seniors, the Pioneer generation, the Merdeka generation, and the Community Health Assist Scheme (CHAS) Blue or Orange—who will no longer need to carry their physical eligibility cards to receive relevant discounts at FairPrice supermarkets.

Empowering frontline staff to optimize store operations with AI agents

In addition to Smart Carts, FPG has jointly developed Grocer Genie, a one-stop portal for AI-assisted store operations and a key pillar of its SOT program, with Google Cloud and its partners [Tata Consultancy Services](#) and [FlutterFlow](#). Integrated with [AI agents](#) built using Vertex AI, BigQuery, and [Gemini models](#), the portal is accessible through multiple channels, including mobile (i.e., iOS, Android) and a web app.

With Grocer Genie, store operations teams are able to receive intelligent task assignment and data-driven insights. A store manager, for instance, can simply photograph a spill, upload it to Grocer Genie, and the cleanup task is automatically assigned to a team member. Managers can also query Grocer Genie about key performance metrics like store sales, inventory, or customer satisfaction to receive contextually relevant responses—drawn from BigQuery—in natural language or through visualizations.

Video analytics that alert staff to preemptively address in-store issues

Going a step further, FPG will deploy a video analytics solution that seamlessly integrates Google Cloud’s [Vision AI](#) and Gemini models with existing in-store CCTV infrastructure and Grocer Genie. This creates an agentic workflow that delivers real-time

updates to staff on where support or intervention is required. For instance, the solution could detect emptying shelves and preemptively alert staff to restock relevant products; analyze growing queues in checkout areas and prompt staff to open additional registers; or detect potential safety hazards like fallen items or obstructions for staff resolution.

The SOT program is the first in a series of initiatives that FPG has planned to make every day a little better for those it serves. It aims to pilot more than 20 new digital solutions a year for the next three years so that its customers in Singapore can benefit from enhanced shopping experiences while stretching their dollar through hyperpersonalized deals catered to their tastes, budget, and purchasing habits.

Karan Bajwa, President, Asia Pacific, Google Cloud, said: "FairPrice Group's Store of Tomorrow program demonstrates how enterprise AI can be harnessed to foster deeper connections between retailers and consumers, while streamlining operations. Purpose-built AI agents, in particular, are helping to automate repetitive tasks, improve staff productivity, and elevate customer experiences. Our partnership with Vipul and his team will continue to drive the design and deployment of functional and experiential AI innovations that surprise, delight, and offer greater value to Singapore citizens and residents. The sheer ambition of FairPrice Group's vision, coupled with their relentless commitment to implementation at speed and scale, is forging the blueprint for the future of retail, not just in Singapore, but internationally."

About FairPrice Group

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, Kopitiam, NTUC Foodfare, and NTUC Link, with the purpose of making life better for all and to fulfill a vision of being a leader in everything food. FairPrice Group looks to optimize the resources of all four social enterprises and leverage their respective strengths to put customers first, provide better value for all, and to make everything about food easy.

With an extensive network of close to 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise meals, food takeaways, and a rewards program that delivers personalized and delightful experiences.

For more information on FairPrice Group, visit www.fairpricegroup.com.sg.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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