



Euromonitor
International

Confectionery Packaging in Singapore

August 2024

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Confectionery Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic remains leading pack type as it offers product protection
Singapore Environment Council could drive demand for more sustainable packaging in confectionery
Smaller pack sizes preferred as they offer greater portion control

PROSPECTS AND OPPORTUNITIES

Other rigid containers gaining share due to the durability of this packaging
The 35g and 37g pack sizes are expected to see positive growth as they cater for rising on-the-go consumption

Confectionery Packaging in Singapore - Company Profiles

Packaging Industry in Singapore - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Flexible plastic dominates chilled and frozen meat and seafood packaging for its protection and practicality
PET bottles lead in bottled water packaging volumes in Singapore
Strong growth in usage of kegs in Singapore's foodservice channel driven by cost-efficiency and sustainability
Growing demand for smaller pack sizes in oral care driven by convenience
Folding cartons gaining share in toilet care due to their versatility

PACKAGING LEGISLATION

Singapore government implements mandatory packaging reporting scheme to combat plastic waste
Singapore introduces beverage container return scheme as part of EPR implementation

RECYCLING AND THE ENVIRONMENT

Bottled water brands embrace sustainability by moving away from single-use PET bottles
Singapore environment council report advocates for sustainable packaging
Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-singapore/report.