



# Confectionery Packaging in Singapore

August 2024

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### 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

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