



Baby Food Packaging in Singapore

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining baby food packaging as parents favour natural products

Metal tins the leading pack type for milk formula due to their durability and protective qualities

The 900g pack is the most popular size in baby food packaging thanks to balancing affordability and convenience

PROSPECTS AND OPPORTUNITIES

Demand for prepared baby food packaging to remain steady over the forecast period due to the convenience factor

Growth expected for the 1,600g pack size as a cost-effective option for families

Baby Food 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.