



Processed Meat and Seafood Packaging in Singapore

August 2024

Processed Meat and Seafood Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the leading pack type as it offers protection and practicality

Flexible plastic benefits from the strong growth in frozen processed meat

Flexible plastic preferred for processed seafood packaging

PROSPECTS AND OPPORTUNITIES

Other plastic trays expected to gain share in meat and seafood alternatives

The 150g pack is the preferred size, offering greater portion control

Processed Meat and Seafood 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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