



# Beauty and Personal Care Packaging in Singapore

June 2023

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## Beauty and Personal Care Packaging in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Squeezable plastic tubes becomes the most popular pack type in 2022

The 50ml pack remains a popular size for bath and shower products

Olay continues to develop the glass jar trend

#### PROSPECTS AND OPPORTUNITIES

PET bottles expected to gain share over the forecast period

Refillable packaging to reduce prices and the amount of plastic used

## Beauty and Personal Care Packaging in Singapore - Company Profiles

## Packaging Industry in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible paper a popular pack type in sugar confectionery thanks to its eco-credentials and easy portability

Metal cans the preferred packaging format for energy drinks

Glass bottles dominate rum packaging

HDPE bottles remain popular for storing bath and shower products in 2022

Flexible plastic remains a popular packaging type for laundry care products

### PACKAGING LEGISLATION

Singapore's government launching programmes to tackle packaging waste

### RECYCLING AND THE ENVIRONMENT

Brands are focusing on sustainable packaging solutions to reduce carbon footprint

Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2020/2021 and Targets for 2022

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