



Confectionery Packaging in Singapore

October 2023

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Confectionery Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for chocolate confectionery grows in 2022 as consumers search for indulgent treats

Flexible plastic remains leading pack type as it offers product protection

Smaller pack sizes preferred as they offer greater portion control

PROSPECTS AND OPPORTUNITIES

Folding cartons set to grow, driven by eco-friendly credentials

35g and 37g pack sizes likely to gain share, catering for rising on-the-go consumption

Confectionery 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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