



Home Care Packaging in Singapore

May 2023

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Home Care Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Packaging unit volumes of plastic pouches and HDPE bottles increasing post-pandemic
Consumers returning to eating out hits dishwashing sales in 2021, but demand normalises in 2022
Packaging unit volumes of HDPE bottles for bleach continue declining in 2022

PROSPECTS AND OPPORTUNITIES

Refillable packs are expected to drive sales of flexible packaging
Sustainable packaging solutions gaining prevalence due to new regulations

Home 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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