

# Baby Food Packaging in Singapore

October 2023

Table of Contents

## Baby Food Packaging in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Baby food packaging witnesses decline as parents choose homemade options but demand for convenience remains high

Metal tins remains leading pack type for milk formula, due to durability and protective qualities

900g is leading pack size as a practical option for milk formula

#### PROSPECTS AND OPPORTUNITIES

Demand for prepared baby food packaging set to remain relevant over forecast period due to convenience factor

1,600g pack size set to grow as a cost-effective option for families

## Baby Food 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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