

# Processed Meat and Seafood Packaging in Singapore

October 2023

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## Processed Meat and Seafood Packaging in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Elevated demand for processed meat and seafood packaging in 2022 due to convenience factor

Flexible plastic remains leading pack type as it offers protection and practicality for consumers

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

#### PROSPECTS AND OPPORTUNITIES

Other plastic trays forecast to gain popularity as sturdy and protective packaging

300g set to gain pack size share by offering greater value for money

## Processed Meat and Seafood 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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