

# Home Care Packaging in Singapore

May 2023

Table of Contents

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-singapore/report](https://www.euromonitor.com/home-care-packaging-in-singapore/report).