



# Soft Drinks Packaging in Singapore

April 2024

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## Soft Drinks Packaging in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Metal beverage cans the leading pack type in soft drinks in Singapore  
PET bottles dominate packaging unit volumes in bottled water in Singapore  
Strong sales of RTD tea benefit metal beverage cans and brick liquid cartons

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns will help to drive the development of sustainable packaging  
Soft drinks packaging moving towards smaller pack sizes

## Soft Drinks Packaging in Singapore - Company Profiles

## Packaging Industry in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic dominates chilled and frozen meat and seafood packaging for its protection and practicality  
PET bottles lead in bottled water packaging volumes in Singapore  
Strong growth in usage of kegs in Singapore's foodservice channel driven by cost-efficiency and sustainability  
Growing demand for smaller pack sizes in oral care driven by convenience  
Folding cartons gaining share in toilet care due to their versatility

### PACKAGING LEGISLATION

Singapore government implements mandatory packaging reporting scheme to combat plastic waste  
Singapore introduces beverage container return scheme as part of EPR implementation

### RECYCLING AND THE ENVIRONMENT

Bottled water brands embrace sustainability by moving away from single-use PET bottles  
Singapore environment council report advocates for sustainable packaging  
Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2021/2022 and Targets for 2023

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