



# Beauty and Personal Care Packaging in Singapore

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles losing share to squeezable plastic tubes

PET bottles gaining share in bath and shower packaging due to their practicality

Smaller pack sizes gaining popularity in oral care due to convenience and affordability

#### PROSPECTS AND OPPORTUNITIES

Glass bottles will benefit from the growth expected in fragrances

Growth in refillable packaging driving the popularity of plastic pouches

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