



Alcoholic Drinks Packaging in Singapore

September 2024

Table of Contents

Alcoholic Drinks Packaging in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kegs surges in foodservice in Singapore, due to cost and sustainability benefits
Tiger introduces bold new soju-infused lager in Singapore
Brass Lion Distillery breaks new ground with Singapore's first locally made whisky

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to rise in packaging for beer
Premiumisation set to drive innovation and growth in alcoholic drinks

Alcoholic 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

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/alcoholic-drinks-packaging-in-singapore/report.