



Euromonitor
International

Soft Drinks Packaging in Singapore

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

PET bottles continues to lead soft drinks packaging volumes in Singapore due to cost-efficiency
Government increasingly focuses on encouraging a move towards rPET bottles
Brands’ focus on combining sustainability and limited-edition packs to drive sales

PROSPECTS AND OPPORTUNITIES

Consumer preference likely to shift towards smaller and more convenient packaging
New container return scheme to significantly impact PET collection

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging is evolving in line with the convenience and sustainability trends
Increase in adoption of recycled PET and paper-based packaging
Recycling redefining the alcoholic drinks packaging industry in Singapore
Beauty brands are embracing smart and sustainable packaging
Eco-friendly solutions are driving innovation in home care packaging
Big packs and eco-certified packaging redefine pet food packaging

PACKAGING LEGISLATION

Mandatory Packaging Reporting
Beverage Container Return Scheme
Extended Producer Responsibility Framework

RECYCLING AND THE ENVIRONMENT

Ecological Material Tax
Packaging Partnership Programme
Reverse Vending and Collection Ecosystem

Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-singapore/report.