



# Beauty and Personal Care Packaging in Singapore

October 2025

## Beauty and Personal Care Packaging in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sustainability and aesthetic appeal boosting beauty and personal care packaging volumes  
Kahi's Airy Fit Sun Stick is a packaging innovation that balances functionality with aesthetic appeal  
Compact, functional and sustainable packaging shapes Singapore's beauty and personal care market

#### PROSPECTS AND OPPORTUNITIES

Sustainable innovation and skin care growth will drive Singapore's beauty packaging volumes  
Refillable and compact formats driving Singapore's shift towards sustainable beauty packaging

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## Beauty and Personal Care Packaging in Singapore - Company Profiles

## Packaging Industry in Singapore - Industry Overview

### 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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