

Sustainability in Singapore

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Abstracts

The majority of consumers in Singapore try to positively impact the planet, leading to a rising amount of Meat Avoiders, who are willing to pay more for sustainable options. Utilising the vegetarian claim would appeal to these consumers, while vegetarian SKUs can be launched in the largest industry of Beauty and Personal Care, where the claim is ranked highly. Recyclable options and sustainable packaging is a further opportunity for players, with almost 40% of consumers identifying as Zero Waste...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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