

Confectionery Packaging in China

Market Direction | 2022-06-23 | 10 pages | Euromonitor

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Report description:

Flexible plastic is the main pack type for confectionery, while the thin wall plastic containers format also holds a significant share in this category. In addition, folding cartons have been gaining share in recent years, partly as a result of the trend towards gifting in chocolate confectionery. Gifting has become an important source of sales for chocolate confectionery, with the gifting trend creating demand for better designed and premium packaging. The key target audience for products such...

Euromonitor International's Confectionery Packaging in China report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- * Get a detailed picture of the Confectionery Packaging market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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CONFECTIONERY PACKAGING IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Flexible plastic remains the main pack type, while folding cartons gains share

Chocolate confectionery returns to positive growth in 2021

PROSPECTS AND OPPORTUNITIES

Environmental concerns to lead to reduced use of plastic

Players will respond to HW concerns with new healthier alternatives

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