

Confectionery Packaging in the Philippines

Market Direction | 2022-07-11 | 9 pages | Euromonitor

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Report description:

While the impact of the COVID-19 pandemic was positive for many packaged food categories, this did not apply to confectionery as sales in the category came under massive pressure during 2020, which was continuing into 2021. The main reason for this is that most local consumers resolved to take a strict approach to social distancing and home seclusion in an effort to avoid coming into contact with the COVID-19 virus and also to support efforts to bring the spread of the virus under control. This...

Euromonitor International's Confectionery Packaging in Philippines 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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Table of Contents:

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List Of Contents And Tables

CONFECTIONERY PACKAGING IN THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home seclusion and social distancing put pressure on demand for confectionery

Countlines performance helps chocolate confectionery keep recording positive unit volume growth

Flexible plastic remains dominant due to its superior economy and convenience

PROSPECTS AND OPPORTUNITIES

Strong growth expected for chocolate confectionery, but sugar confectionery could take some time to recover

Could potential plastic packaging regulation bring the dominance of flexible plastic into question?

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