

Confectionery Packaging in Australia

Market Direction | 2023-09-20 | 8 pages | Euromonitor

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Report description:

Packaging unit volume sales of sugar confectionery in Australia fell in 2022. The decline in sugar confectionery, spurred in part by continued increasing awareness of health concerns, in addition to the continued falling sales in gum, meant that packaging unit volumes in the overall confectionery market were down year on year in 2022. This was in spite of the modest growth seen in chocolate confectionery packaging unit volumes in Australia in 2022. The falling sales in overall confectionery drov...

Euromonitor International's Confectionery Packaging in Australia 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 AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chocolate confectionery outperforming gum and sugar confectionery but cannot prevent an overall decline in confectionery in 2022

Brands capitalise on holiday demand through limited-edition packaging

Sustainability driving a shift to paper packaging in chocolate confectionery

PROSPECTS AND OPPORTUNITIES

Difficult economic conditions expected to drive consumers to seek cost-effective pack sizes

Plastic pouches expected to see dynamic growth in confectionery in the coming years

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