

## **Confectionery Packaging in Hong Kong, China**

Market Direction | 2023-09-22 | 9 pages | Euromonitor

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### **Report description:**

Hong Kong is a popular tourism destination for mainland Chinese, many of whom bring back confectionery as gifts for family and friends, with the pandemic almost completely choking off this demand in 2020. However, tourism had already been weak even before COVID-19 struck, due to social unrest being seen in Hong Kong. This, allied to some retail closures as well as the loss of some on-the-go custom due to the street protests, meant that Hong Kong had already seen a major decline in its confection...

Euromonitor International's Confectionery Packaging in Hong Kong, 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 HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Confectionery continues to recover in 2022 but sales remain below their pre-2019 levels

Folding cartons are considered a practical option for boxed assortments

Smaller pack size trend driven by health and indulgence considerations

PROSPECTS AND OPPORTUNITIES

Composite containers are expected to gain share in boxed assortments over the forecast period

The 200g pack size will enjoy growing usage in confectionery in the coming years

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