

## Confectionery Packaging in the Philippines

Market Direction | 2023-10-17 | 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 continued, to some extent, in 2021. While all the main areas of confectionery were seeing positive growth in their packaging unit volumes in 2022, sales in many of them were still below their pre-pandemic levels.

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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CONFECTIONERY PACKAGING IN THE PHILIPPINES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic remains dominant due to its superior economy and convenience

Smaller pack sizes are considered ideal for chocolate pouches and bags

Folding cartons are popular in boxed assortments for their recyclability

PROSPECTS AND OPPORTUNITIES

Consumers are likely to focus on biodegradable packaging solutions

Folding cartons are set to be in demand as they are lightweight and durable

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