

## **Confectionery Packaging in Thailand**

Market Direction | 2023-10-18 | 8 pages | Euromonitor

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### **Report description:**

The packaging unit volumes in confectionery declined in 2020, as the COVID-19 pandemic sharpened the focus of Thai consumers on the importance of maintaining a healthy diet for general wellbeing and a strong immune system. In addition, COVID-19 restrictions resulted in reduced impulse and on-the-go consumption, while many consumers were also having to be more careful with their spending, given the impact that the pandemic had on the local economy. Both sugar confectionery and chocolate confectionery...

Euromonitor International's Confectionery Packaging in Thailand 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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Euromonitor International

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Return to positive growth in confectionery packaging, but no return to 2019 sales levels

Flexible plastic enjoys widespread use in chocolate confectionery as it is cost-effective

Flexible plastic also the number one pack type in sugar confectionery

#### **PROSPECTS AND OPPORTUNITIES**

Swift rebound in chocolate and sugar confectionery, but slower recovery for gum

Sustainability concerns are likely to drive the usage of folding cartons

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