

Confectionery Packaging in Vietnam

Market Direction | 2023-10-25 | 7 pages | Euromonitor

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Report description:

Although growth slowed in 2022, it was still positive in sugar confectionery, which dominates overall confectionery packaging in Vietnam, with products such as candies and sweets remaining highly popular among Vietnamese consumers of all ages. These products are often seen as affordable treats and are enjoyed on various occasions, including holidays and celebrations.

Euromonitor International's Confectionery Packaging in Vietnam 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 VIETNAM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery continues to dominate overall confectionery packaging

Flexible plastic is the dominant pack type in 2022

Smaller pack sizes enjoying popularity in confectionery

PROSPECTS AND OPPORTUNITIES

The 130g pack size is expected to gain share in confectionery packaging over the forecast period

Other plastic jars expected to continue gaining share in gum packaging

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