

Confectionery Packaging in China

Market Direction | 2024-06-17 | 9 pages | Euromonitor

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Report description:

In 2023, flexible plastic packaging continued to dominate confectionery packaging in China in unit volume terms. This was due to its lightweight and flexible nature, which offers convenience in handling and transportation. It is also ideal for on-the-go consumption, which aligns with the fast-paced lifestyles prevalent in urban areas. Flexible plastic packaging provides excellent barrier properties, protecting confectionery products from moisture, air and light, thereby ensuring product freshness...

Euromonitor International's Confectionery Packaging in 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 CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible packaging is the main pack type due to the preference for on-the-go consumption

Mars introduces rPET canister lids for its brands in China

Confectionery packaging unit volumes increase in 2023 but remain well below pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Metal tins to gain share in boxed assortments due to their premium appeal

Flexible plastic will remain the main pack type, with folding cartons gaining share

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