

Confectionery Packaging in South Africa

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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Report description:

Flexible plastic and folding cartons are the main packaging choices for boxed assortments. Flexible plastic offers an excellent barrier against moisture and air, ensuring the chocolates remain fresh and retain their flavour for an extended period. Flexible plastic is highly customisable, allowing manufacturers to create eye-catching, transparent packaging that showcases the chocolates' enticing colours and shapes. It is also cost-effective and light. Folding cartons provide sturdy and elegant ex...

Euromonitor International's Confectionery Packaging in South Africa 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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Confectionery players prefer packaging solutions that are space-efficient and cost-effective

Flexible plastic the dominant pack type for sugar confectionery as it provides product protection

Warning labels could be introduced for products high in sugar, fat or salt

PROSPECTS AND OPPORTUNITIES

Small pack sizes will be in demand as consumers purchasing patterns change

Paper-based packaging to be in demand in the coming years

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