

Confectionery Packaging in Australia

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons popular for boxed assortments due to their versatility and visual appeal

Flexible plastic leads in sugar confectionery due to its barrier properties

Single-serve pack sizes could benefit from the health and wellness trend

PROSPECTS AND OPPORTUNITIES

Sustainability driving a shift to paper packaging in confectionery

Plastic pouches expected to gain share in confectionery in the coming years

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