

# Confectionery Packaging in Thailand

October 2023

Table of Contents

## Confectionery Packaging in Thailand - Category analysis

### 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

## Confectionery Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

### PACKAGING LEGISLATION

New legislation for food-contact plastics

### RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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