

Confectionery Packaging in China

June 2024

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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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