

Confectionery Packaging in Indonesia

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the dominant pack type for chocolate pouches and bags
Sugar confectionery packaging in metal tins gaining traction due to its durable features
Small pack sizes popular in countlines

PROSPECTS AND OPPORTUNITIES

Health and wellness trends will continue to shape confectionery packaging
The 20g pack size is expected to continue gaining share thanks to its versatility and cost-effectiveness

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