

# Confectionery Packaging in Ukraine

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons the main pack type in boxed assortments

On-the-go consumption drives the demand for small pack sizes in countlines

New marketing strategies by brands to create emotional ties with consumers

#### PROSPECTS AND OPPORTUNITIES

Sustainability at the forefront of chocolate with toys packaging as leading brand takes the initiative

Blister and strip packs expected to gain share in gum packaging due to their convenience

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