



# Confectionery Packaging in Hong Kong, China

May 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic the leading pack type due to its practicality and sustainability

Folding cartons growing steadily due to sustainability and customisable design options

Boost for 100g pack size from portion control, convenience and popularity of Western-style products

#### PROSPECTS AND OPPORTUNITIES

Smaller pack size trend driven by health and indulgence considerations

Composite containers are expected to gain share in boxed assortments over the forecast period

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