

Confectionery Packaging in India

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Countlines packaging in flexible plastic gains popularity thanks to resealability
Thin wall plastic containers gains traction in boxed assortments
Rising popularity of flexible paper for gum packaging, driven by sustainability trend

PROSPECTS AND OPPORTUNITIES

Folding cartons set to remain popular for countlines packaging in the forecast period
Flexible plastic likely to remain the most popular choice for sugar confectionery packaging

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