



Confectionery Packaging in Vietnam

October 2023

Table of Contents

Confectionery Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery continues to dominate overall confectionery packaging

Flexible plastic is the dominant pack type in 2022

Smaller pack sizes enjoying popularity in confectionery

PROSPECTS AND OPPORTUNITIES

The 130g pack size is expected to gain share in confectionery packaging over the forecast period

Other plastic jars expected to continue gaining share in gum packaging

Confectionery Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars the leading pack type in sweet spreads in 2022

Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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