

Confectionery Packaging in Australia

September 2023

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Confectionery Packaging in Australia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Chocolate confectionery outperforming gum and sugar confectionery but cannot prevent an overall decline in confectionery in 2022

Brands capitalise on holiday demand through limited-edition packaging

Sustainability driving a shift to paper packaging in chocolate confectionery

PROSPECTS AND OPPORTUNITIES

Difficult economic conditions expected to drive consumers to seek cost-effective pack sizes

Plastic pouches expected to see dynamic growth in confectionery in the coming years

Confectionery Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Metal food cans continue to lose share in 2022

Metal beverage cans gaining share from PET bottles in soft drinks

Flatter PET wine bottles pave the way for sustainability gains

Move towards a circular economy driving beauty and personal care packaging innovation

Refillable packaging grows as an environmentally-friendly option in surface care

PACKAGING LEGISLATION

New packaging rules in Australia require manufacturers to recycle

Australian government signals plan to regulate packaging industry

RECYCLING AND THE ENVIRONMENT

Nestlé pilots recyclable paper in Australia

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