

Confectionery Packaging in Indonesia

September 2023

Table of Contents

Confectionery Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Countlines packaging performance boosted by growing on-the-go consumption in 2022

Chocolate confectionery records positive growth but sugar confectionery declines again in 2022

PROSPECTS AND OPPORTUNITIES

Health and wellness trends will continue to shape confectionery packaging

The 20g pack size is expected to continue gaining share thanks to its versatility and cost-effectiveness

Confectionery Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable

Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective

Alcoholic drinks brands are incorporating slogans in their packaging

Increased demand for deodorants leads to rise in usage of metal aerosol cans

Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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