



Euromonitor
International

Confectionery Packaging in Australia

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flexible films dominate a flat category as Cadbury Drinking Chocolate switches to a paper can

INDUSTRY PERFORMANCE

A flexible-dominated category holds steady amid cost pressure

Mondelez takes Cadbury Drinking Chocolate into a paper can

Paper gains ground as flexible films hold

WHAT'S NEXT?

A gentle recovery led by fibre and recyclable film

Portioning, gifting and circular design diversify formats

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