



Euromonitor
International

Confectionery Packaging in China

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium gifting tins outpace a flat, flexible-dominated category under anti-excess-packaging rules

INDUSTRY PERFORMANCE

A flexible-dominated category holds broadly steady

Mars trials compostable paper and metal gifting gains share

Rigid plastic firms while flexible packaging softens

WHAT'S NEXT?

Flat overall volumes mask a shift towards rigid and fibre formats

Gifting, premiumisation, and portioning steer format innovation

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-china/report.