



Euromonitor
International

Confectionery Packaging in South Korea

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cocoa-driven shrinkflation contracts a wrapper-dominated category as brands refine film and printing

INDUSTRY PERFORMANCE

Cocoa inflation and shrinkflation drive a sharp volume decline

Brands reduce plastic and refine printing

Rigid plastic and metal gain at the premium edges

WHAT'S NEXT?

Volumes stay soft as cocoa costs and demographics weigh

Portioning, gifting and recyclable film define the next phase

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