



Confectionery Packaging in the Philippines

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable single-serve treats drive a flexible-dominated category as gum lifts rigid plastic

INDUSTRY PERFORMANCE

A flexible-dominated category lifted by small-format snacking

Mondelez Philippines pushes recyclable wrappers and reduced-plastic packs

Rigid plastic surges in gum as formats premiumise

WHAT'S NEXT?

Growth led by rigid plastic and a slow transition toward recyclability

Portioning, gifting and premium formats diversify the packaging mix

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