

# Confectionery Packaging in Hong Kong, China

September 2023

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## Confectionery Packaging in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Confectionery continues to recover in 2022 but sales remain below their pre-2019 levels

Folding cartons are considered a practical option for boxed assortments

Smaller pack size trend driven by health and indulgence considerations

#### PROSPECTS AND OPPORTUNITIES

Composite containers are expected to gain share in boxed assortments over the forecast period

The 200g pack size will enjoy growing usage in confectionery in the coming years

## Confectionery Packaging in Hong Kong, China - Company Profiles

## Packaging Industry in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic remains the main pack type in confectionery in 2022

Sustainable packaging options emerge in RTD coffee in 2022

Metal beverage cans gaining popularity in beer

HDPE bottles and folding cartons the main pack types in beauty and personal care

HDPE bottles are projected to lose share to flexible plastic in home care

### PACKAGING LEGISLATION

Government is undertaking several initiatives to mitigate environmental risks

### RECYCLING AND THE ENVIRONMENT

Brands adopt sustainable practices to meet environmental concerns in Hong Kong

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-hong-kong-china/report](https://www.euromonitor.com/confectionery-packaging-in-hong-kong-china/report).