



Euromonitor
International

Confectionery Packaging in Australia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite overall decline in confectionery packaging, chocolate bags and pouches is a bright spot

Nestlé and Mondelez offer innovative packaging solutions to tackle waste

100g pack size gains popularity amidst demand for portion control

PROSPECTS AND OPPORTUNITIES

Recovery in packaging set to be driven by economic revival and value-aligned innovation

Portion control, eco shift and retail e-commerce likely to impact confectionery packaging in Australia

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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