



# Confectionery Packaging in China

June 2024

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## Confectionery Packaging in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible packaging is the main pack type due to the preference for on-the-go consumption  
Mars introduces rPET canister lids for its brands in China  
Confectionery packaging unit volumes increase in 2023 but remain well below pre-pandemic levels

#### PROSPECTS AND OPPORTUNITIES

Metal tins to gain share in boxed assortments due to their premium appeal  
Flexible plastic will remain the main pack type, with folding cartons gaining share

## Confectionery Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Shaped liquid cartons popular in dairy food packaging due to their convenience  
PET bottles dominate soft drinks packaging  
Kegs gain popularity for lager in foodservice channel due to their efficiency  
Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth  
Folding cartons the leading pack type in home insecticides

### PACKAGING LEGISLATION

New standard on excessive packaging for fresh produce

### RECYCLING AND THE ENVIRONMENT

Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions  
Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling  
PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging  
Table 1 - Overview of Packaging Recycling and Recovery in China: 2021/2022 and Targets for 2023

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