



Confectionery Packaging in the United Kingdom

August 2025

Table of Contents

Confectionery Packaging in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

UK confectionery packaging grows in 2024 driven by premiumisation, portion variety, and sustainability

Edible packaging promoting waste-free consumption drives sustainable innovation

Resilient demand amid supply pressures reshapes confectionery packaging strategies

PROSPECTS AND OPPORTUNITIES

Shifting behaviours and green regulations to shape future of UK confectionery packaging

Future trends shaping pack types and sizes in confectionery

DISCLAIMER

Confectionery Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats

Rising sustainability expectations and inflationary pressures reshape food packaging formats

Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats

Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks

Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption

Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care

Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign

Deposit incentives are reshaping beverage packaging choices

Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships

Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions

EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **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-the-united-kingdom/report.