



Confectionery Packaging in South Africa

September 2025

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Confectionery Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Confectionery packaging volumes decline due to various challenges, but there are bright spots

Innovative aluminium foil and folding carton packaging

Flexible plastic remains the dominant pack type for confectionery, as it is cost-effective and provides good product protection

PROSPECTS AND OPPORTUNITIES

Rising demand for convenient and attractive confectionery to fuel growth in packaging volumes in South Africa

250g metal tins set to gain popularity as a premium and gift-friendly option in confectionery

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Confectionery Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

Evolving packaging shift towards value and everyday convenience

Smaller, single-serve packaging trends across multiple food categories in South Africa

PET dominance and HDPE growth shape South Africa's beverage packaging in 2024

Rising preference for metal beverage cans in alcoholic drinks

Premium sustainability through in-mould labelling in beauty packaging

HDPE bottles and larger pack sizes shape home care packaging

Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations

Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure

Tackling plastic pollution through collaborative action

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2022/2023 and Targets for 2024

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