



# Confectionery Packaging in Indonesia

September 2025

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## Confectionery Packaging in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Confectionery packaging volumes fall amid cocoa price surge and shifting consumer habits  
Eco-friendly and resealable packaging innovations in confectionery in Indonesia  
Plastic jars and board tubs outperform in the declining environment of chocolate confectionery

#### PROSPECTS AND OPPORTUNITIES

Indonesia's confectionery packaging volumes projected to rebound to growth after the 2024 dip  
Smaller pack sizes will gain popularity in chocolate confectionery as consumers seek affordable indulgences

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## Confectionery Packaging in Indonesia - Company Profiles

## Packaging Industry in Indonesia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Indonesian packaged food players embrace sustainable materials and strategic pack sizing  
Leading brands like Coca-Cola shift towards sustainability with fully recycled PET  
Metal cans continue gaining share from glass bottles in alcoholic drinks due to their versatility and cost effectiveness  
Indonesia's beauty and personal care packaging defined by a strong sustainability-driven overhaul  
Flexible plastic remains the backbone of home care packaging, with refill packs ever more popular  
Packaging for pet food prioritises convenience and affordability over sustainability

### PACKAGING LEGISLATION

Government introduces the National Roadmap and Action Plan for a Circular Economy (Indonesia 2025-2045)  
2025-2029 National Medium-Term Development Plan (RPJMN)  
Bali Clean Waste Movement bans production and distribution of beverage containers of less than one litre

### RECYCLING AND THE ENVIRONMENT

Sustainability and Innovation like MAP and biodegradable films gain popularity  
Pack size trends shift as consumers move towards convenience and affordability  
Regulatory changes playing an important role in manufacturing and buying habits  
Table 1 - Overview of Packaging Recycling and Recovery in Indonesia: 2022/2023 and Targets for 2024

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