



Euromonitor
International

Confectionery Packaging in Hong Kong, China

September 2025

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Confectionery Packaging in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Folding cartons gains ground across confectionery categories due to a premium image and suitability for gifting

New pack types aim to combine sustainability with on-the-go snacking convenience

Chocolate confectionery moves away from metal tins amid demand for convenience and eco appeal

PROSPECTS AND OPPORTUNITIES

Evolving shopping patterns to prevent growth in packaging volumes for seasonal chocolate

Larger gum packs anticipated to capture interest as consumers' habits evolve

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Confectionery Packaging in Hong Kong, China - Company Profiles

Packaging Industry in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Hong Kong's food packaging shifts towards sustainability and size optimisation

Hong Kong's non-alcoholic drinks packaging driven by rPET adoption

Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience

Beauty and personal care packaging shifts towards hybrid and eco-conscious materials

Home care packaging trends focus on refillable, eco-friendly and concentrated formats

Sustainability and convenience converge in Hong Kong's pet food packaging trends

PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation

Impact of PRS development on beverage packaging design and circularity

RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages

Retailers and brands driving in-store recycling campaigns

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