



Confectionery Packaging in Australia

May 2024

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Confectionery Packaging in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons popular for boxed assortments due to their versatility and visual appeal

Flexible plastic leads in sugar confectionery due to its barrier properties

Single-serve pack sizes could benefit from the health and wellness trend

PROSPECTS AND OPPORTUNITIES

Sustainability driving a shift to paper packaging in confectionery

Plastic pouches expected to gain share in confectionery in the coming years

Confectionery Packaging in Australia - Company Profiles

Packaging Industry in Australia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Glass bottles rise in popularity as a pack type for beauty and personal care packaging owing to aesthetic appeal and reusability

Metal aerosol cans continue to be a popular pack type for home care packaging despite sustainability concerns

Larger pack formats remain most popular in fresh milk

Wet cat food packaging dominated by aluminium/plastic pouches and metal food cans

Metal beverage cans gain share in imported lager and remain popular in domestic lager

PACKAGING LEGISLATION

A mandatory update to packaging design regulations is scheduled for implementation

RECYCLING AND THE ENVIRONMENT

Coca-Cola rolls out new packaging to lessen reliance on fossil fuels.

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