



Confectionery Packaging in Thailand

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible aluminium/paper preferred for its versatility in confectionery packaging
Barrier properties aid the growth of folding cartons in chocolate pouches and bags
Flexible plastic prevents oxidation of products in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Sustainability concerns expected to drive up the usage of metal tins
All pack sizes set to increase in boxed assortments, but particularly 120g

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