



Euromonitor  
International

# Confectionery Packaging in Thailand

July 2024

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## Confectionery Packaging in Thailand - Category analysis

### 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

## Confectionery Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Flexible plastic remains the key packaging solution for sugar confectionery  
PET bottles the main pack type in soft drinks in Thailand  
Increasing preference for glass bottles in beer packaging in Thailand  
Flexible plastic to overtake HDPE bottles as the main hair care pack type in Thailand  
Plastic pouches dominate dishwashing packaging in Thailand

### PACKAGING LEGISLATION

Thailand introduces new standards for food contact plastics

### RECYCLING AND THE ENVIRONMENT

Advancing sustainability through rPET bottles in soft drinks packaging  
Sustainability initiatives in home care packaging

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