



Euromonitor
International

Confectionery Packaging in South Korea

June 2024

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Confectionery Packaging in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible packaging is the preferred pack type, due to its light weight and versatility

Flexible aluminium/paper is the leading pack type for gum due to its durability and light weight

30g pack size is the most popular due to the desire for portion control

PROSPECTS AND OPPORTUNITIES

Plastic pouches forecast to grow due to preservation and light weight

Folding cartons expected to grow in tablets packaging due to its durability

Confectionery Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-south-korea/report.