



# Confectionery Packaging in South Korea

June 2024

Table of Contents

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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