



Confectionery Packaging in South Africa

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Confectionery players prefer packaging solutions that are space-efficient and cost-effective
Flexible plastic the dominant pack type for sugar confectionery as it provides product protection
Warning labels could be introduced for products high in sugar, fat or salt

PROSPECTS AND OPPORTUNITIES

Small pack sizes will be in demand as consumers purchasing patterns change
Paper-based packaging to be in demand in the coming years

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