



Confectionery Packaging in the Philippines

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic remains dominant due to its superior economy and convenience
Smaller pack sizes of countlines continue to be in focus thanks to the snacking habit
Folding cartons are popular in boxed assortments for their recyclability

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes popular in chocolate pouches and bags for their portion control
Flexible aluminium/paper expected to continue gaining share in gum packaging

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