



Euromonitor  
International

# Confectionery Packaging in the Philippines

July 2024

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## Confectionery Packaging in the Philippines - Category analysis

### 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

## Confectionery Packaging in the Philippines - Company Profiles

## Packaging Industry in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

HDPE bottles preferred in chilli sauces packaging due to their durability  
PET bottles lead soft drinks and flexible aluminium/plastic hot drinks in the Philippines  
Increasing packaging unit volumes for folding cartons due to premium presentations in whiskies  
Squeezable plastic tubes growing in the packaging of conditioners and treatments  
Metal tins the favoured format for car air fresheners for their stackability and functionality

### PACKAGING LEGISLATION

Philippines FDA issues guidelines on voluntary certification of packaging for prepackaged food  
The Philippines moves to regulate single-use plastics with new bill

### RECYCLING AND THE ENVIRONMENT

Focus on recycling to reduce virgin plastic in the environment  
The Philippines amends EPR Act to combat plastic waste

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