



Confectionery Packaging in Indonesia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the dominant pack type for chocolate pouches and bags

Sugar confectionery packaging in metal tins gaining traction due to its durable features

Small pack sizes popular in countlines

PROSPECTS AND OPPORTUNITIES

Health and wellness trends will continue to shape confectionery packaging

The 20g pack size is expected to continue gaining share thanks to its versatility and cost-effectiveness

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