



# Confectionery Packaging in Ukraine

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Folding cartons the main pack type in boxed assortments  
On-the-go consumption drives the demand for small pack sizes in countlines  
New marketing strategies by brands to create emotional ties with consumers

### PROSPECTS AND OPPORTUNITIES

Sustainability at the forefront of chocolate with toys packaging as leading brand takes the initiative  
Blister and strip packs expected to gain share in gum packaging due to their convenience

## Confectionery Packaging in Ukraine - Company Profiles

## Packaging Industry in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Thin wall plastic containers gaining share in frozen ready meals, driven by cost savings  
Energy drinks see growth in 1-litre pack usage, fuelled by the mixer trend  
Convenience drives growth for squeezable plastic tubes in conditioners and treatments  
Brick liquid cartons rebound in alcoholic drinks, boosted by affordability and protective benefits  
Folding cartons dominate home care market due to versatility and durability

### PACKAGING LEGISLATION

Recyclable materials take centre stage as EU tightens environmental regulations  
Ukraine strengthens packaging regulations for enhanced consumer safety and sustainability  
Industry-wide regulatory compliance: key developments in alcoholic drinks, beauty and food packaging

### RECYCLING AND THE ENVIRONMENT

Alcoholic drinks industry pushes for sustainable packaging in 2023 to meet environmental and consumer demands  
Shaped liquid cartons gaining share in tomato pastes and purées  
Table 1 - Overview of Packaging Recycling and Recovery in Ukraine: 2021/2022 and Targets for 2023

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