



Euromonitor  
International

# Confectionery Packaging in Vietnam

August 2024

Table of Contents

## Confectionery Packaging in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic remains the dominant pack type for sugar confectionery due to cost effectiveness and protective properties

Smaller pack sizes remain most popular for chocolate confectionery packaging, as consumers focus on portion control

Other plastic jars witnesses growth as a pack type for gum due to convenience and user friendliness

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers set to become more popular for sugar confectionery for larger pack sizes, due to resealability

Flexible paper to become more popular for chocolate confectionery packaging as sustainability concerns rise

## Confectionery Packaging in Vietnam - Company Profiles

## Packaging Industry in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature

Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

### PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

### RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability

Opportunities for eco-friendly packaging solutions in alcohol drinks

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