



# Confectionery Packaging in Vietnam

August 2024

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### 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

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