



Euromonitor
International

Confectionery Packaging in Thailand

September 2025

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Confectionery Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Blister and strip packs the most dynamic pack type in confectionery in 2024

Dalgona opts for tin packaging for product protection and premium image

Thin wall plastic containers gaining share in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Chocolate and sugar confectionery performance will offset declining gum volumes

Continued preference for blister and strip packs expected in Thai confectionery thanks to portion control and hygiene

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Confectionery Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

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2024 key trends

Thailand's food packaging market embraces green solutions and practical formats

Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks

Thailand's alcoholic drinks packaging evolves with sustainability and convenience

Sustainability and flexible formats drive beauty and personal care packaging

Thailand's home care packaging is being driven by affordability and innovation

Lightweight, cost-effective solutions gain traction in pet food packaging

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Thailand introduces stricter rules on alcohol packaging size and labelling

Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling

Thailand's Plastic Waste Management Roadmap

Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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