



Confectionery Packaging in China

August 2025

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Confectionery Packaging in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing consumer preference for treats during festive seasons drives growth in confectionery packaging in China

Confectionery in China shifts towards mono-material PP for sustainable packaging

Chocolate confectionery sees 43g and 20g as the most popular pack sizes for single-serve consumption

PROSPECTS AND OPPORTUNITIES

Confectionery packaging volumes expected to grow, driven by innovation and changing consumer preferences

Gradual transition expected from flexible plastic to more eco-conscious packaging

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Confectionery Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

China's food packaging saw a unified shift towards sustainability and convenience

Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons

PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability

Rise of e-commerce and eco-consciousness are reshaping beauty packaging

Blister packs boom due to visibility and protection in home care packaging

Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs

Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive

Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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