



Euromonitor
International

Confectionery Packaging in South Korea

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Confectionery packaging volumes decline in 2024, but glass jars and composite containers stand out in sugar confectionery
South Korea is seeing growing innovation in zero waste packaging for confectionery
Blister and strip packs gains ground as hygiene and portability take priority

PROSPECTS AND OPPORTUNITIES

Confectionery packaging volumes expected to decline amid shifting demographics and health priorities
Demand for bigger pack sizes expected to rise, driven by gifting, sharing, and growing price sensitivity

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Smaller packs and sustainable materials drive food packaging innovation in South Korea
Recycled materials and label-free bottles lead South Korea’s sustainable beverage packaging shift in 2024
Premiumisation and sustainability redefine South Korea’s alcoholic drinks packaging
Eco-friendly and refillable packaging takes centre stage in South Korea’s beauty industry in 2024
Refillable and user-friendly packaging drives sustainable innovation in South Korea’s home care industry in 2024
Convenience and sustainability shape South Korea’s pet food packaging

PACKAGING LEGISLATION

Recyclability and recycled content mandates
Deposit return and waste reduction initiatives
Impact on industry and consumers

RECYCLING AND THE ENVIRONMENT

Mandatory recycled content targets
Design for recyclability and label-free packaging
Transparent PET bottle sorting and consumer responsibility
Table 1 - Overview of Packaging Recycling and Recovery in South Korea: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-south-korea/report.