



Euromonitor  
International

# Confectionery Packaging in South Africa

September 2025

Table of Contents

## Confectionery Packaging in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Confectionery packaging volumes decline due to various challenges, but there are bright spots

Innovative aluminium foil and folding carton packaging

Flexible plastic remains the dominant pack type for confectionery, as it is cost-effective and provides good product protection

#### PROSPECTS AND OPPORTUNITIES

Rising demand for convenient and attractive confectionery to fuel growth in packaging volumes in South Africa

250g metal tins set to gain popularity as a premium and gift-friendly option in confectionery

### DISCLAIMER

## Confectionery Packaging in South Africa - Company Profiles

## Packaging Industry in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

Evolving packaging shift towards value and everyday convenience

Smaller, single-serve packaging trends across multiple food categories in South Africa

PET dominance and HDPE growth shape South Africa's beverage packaging in 2024

Rising preference for metal beverage cans in alcoholic drinks

Premium sustainability through in-mould labelling in beauty packaging

HDPE bottles and larger pack sizes shape home care packaging

Flexible packaging focuses on convenience through resealable pouches

### PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations

Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

### RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure

Tackling plastic pollution through collaborative action

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

### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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