



Euromonitor  
International

# Confectionery Packaging in Hong Kong, China

September 2025

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## Confectionery Packaging in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Folding cartons gains ground across confectionery categories due to a premium image and suitability for gifting

New pack types aim to combine sustainability with on-the-go snacking convenience

Chocolate confectionery moves away from metal tins amid demand for convenience and eco appeal

#### PROSPECTS AND OPPORTUNITIES

Evolving shopping patterns to prevent growth in packaging volumes for seasonal chocolate

Larger gum packs anticipated to capture interest as consumers' habits evolve

### DISCLAIMER

## Confectionery Packaging in Hong Kong, China - Company Profiles

## Packaging Industry in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Hong Kong's food packaging shifts towards sustainability and size optimisation

Hong Kong's non-alcoholic drinks packaging driven by rPET adoption

Hong Kong's alcoholic drinks packaging pivots to cans for sustainability and convenience

Beauty and personal care packaging shifts towards hybrid and eco-conscious materials

Home care packaging trends focus on refillable, eco-friendly and concentrated formats

Sustainability and convenience converge in Hong Kong's pet food packaging trends

### PACKAGING LEGISLATION

Impact of plastic ban on packaging design and material innovation

Impact of PRS development on beverage packaging design and circularity

### RECYCLING AND THE ENVIRONMENT

Sustainable packaging momentum in beverages

Retailers and brands driving in-store recycling campaigns

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