



**Euromonitor  
International**

# Confectionery Packaging in India

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plastic pouches sees dynamism in confectionery in 2024  
Baileys x SMOOR introduces premium chocolates in clear PET jars  
Small flexible packs lead, even as sustainability and gifting demand grow

PROSPECTS AND OPPORTUNITIES

Confectionery packaging volumes set to increase, with rising premium demand

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Paper-based and portion-control packs gaining popularity in food packaging  
Increasing use of rPET and cartons to combine sustainability with convenience  
Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans  
Eco-friendly packaging and travel-size options gaining popularity among younger consumers  
Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats  
Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation  
Single-use plastic policy accelerates transition to sustainable packaging solutions  
Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models  
Mono-material and recyclable pouches transform dairy and food packaging  
Recyclable and reduced-plastic packaging options expand in response to consumer demand  
Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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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-india/report](http://www.euromonitor.com/confectionery-packaging-in-india/report).