

Confectionery Packaging in South Africa

October 2023

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Confectionery Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic is used for sugar confectionery as it provides product protection
Brands prefer packaging solutions that are space-efficient and cost-effective
Sustainability concerns aid the increasing use of folding cartons in confectionery

PROSPECTS AND OPPORTUNITIES

Declining demand for countlines set to impact retail unit volumes of flexible plastic
Preference for folding cartons in gum likely to rise due to recycling factor

Confectionery Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Glass jars popular in packaged food as they help preserve product quality
Consumers prefer smaller pack sizes as they are convenient to use
Environmental concerns are driving the demand for sustainable packaging
Numerous brands use folding cartons as they help in branding
Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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