

# Confectionery Packaging in Vietnam

October 2023

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## Confectionery Packaging in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sugar confectionery continues to dominate overall confectionery packaging  
Flexible plastic is the dominant pack type in 2022  
Smaller pack sizes enjoying popularity in confectionery

#### PROSPECTS AND OPPORTUNITIES

The 130g pack size is expected to gain share in confectionery packaging over the forecast period  
Other plastic jars expected to continue gaining share in gum packaging

## Confectionery Packaging in Vietnam - Company Profiles

## Packaging Industry in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Glass jars the leading pack type in sweet spreads in 2022  
Small pack sizes of soft drinks remain popular among consumers in 2022  
Metal beverage cans gaining ground within alcoholic drinks  
Glass bottles gaining popularity within the beauty and personal care industry in 2022  
HDPE bottles dominate surface care packaging in Vietnam

### PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

### RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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