

# Confectionery Packaging in Hong Kong, China

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## Abstracts

Hong Kong is a popular tourism destination for mainland Chinese, many of whom bring back confectionery as gifts for family and friends, with the pandemic almost completely choking off this demand in 2020. However, tourism had already been weak even before COVID-19 struck, due to social unrest being seen in Hong Kong. This, allied to some retail closures as well as the loss of some on-the-go custom due to the street protests, meant that Hong Kong had already seen a major decline in its confection...

Euromonitor International's Confectionery Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Chocolate Confectionery, Gum, Sugar Confectionery.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Confectionery Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

### CONFECTIONERY PACKAGING IN HONG KONG, CHINA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Confectionery begins to recover in 2021, but has some way to go after its losses in 2019 and 2020

Smaller pack size trend driven by health and indulgence considerations

Country of origin and cocoa content increasingly highlighted on packaging

#### PROSPECTS AND OPPORTUNITIES

Chocolate confectionery to see positive growth over the forecast period

Sugar confectionery players will combat health and wellness trend with reduced-sugar and sugar-free products

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