

Confectionery Packaging in Vietnam

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Abstracts

The consumption of certain types of chocolate confectionery tends to be closely associated with Valentine's Day in the minds of many Vietnamese consumers, with demand for boxed assortments in particular tending to spike during the first half of February as a result. However, with Valentine's Day falling within the Lunar New Year celebrations during 2021, demand for boxed assortments was relatively muted among those who celebrate Valentine's Day. This limited the packaging unit volume growth of k...

Euromonitor International's Confectionery Packaging in Vietnam 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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PET jars to lose share over the forecast period, but long-term threat to flexible plastic from sustainability trend?

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