



Euromonitor
International

Confectionery Packaging in Australia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite overall decline in confectionery packaging, chocolate bags and pouches is a bright spot
Nestlé and Mondelez offer innovative packaging solutions to tackle waste
100g pack size gains popularity amidst demand for portion control

PROSPECTS AND OPPORTUNITIES

Recovery in packaging set to be driven by economic revival and value-aligned innovation
Portion control, eco shift and retail e-commerce likely to impact confectionery packaging in Australia

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability as the driving force in Australian food packaging innovation
Non-alcoholic drinks packaging embraces recyclability and innovation
Aluminium packaging gaining share in alcoholic drinks in Australia
Eco-friendly and refillable packaging leads beauty innovation
Flexible, refillable and compact are the new home care packaging standards
Sustainable and convenient packaging trends in pet food

PACKAGING LEGISLATION

Australia’s push for stronger packaging laws and recycled plastics
Stronger packaging standards introduced in Australia
ACCC drives major soft plastics regulatory reset in Australia

RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF
Australia’s new kerbside recycling standard
From food waste to compost: Australia’s circular recycling push
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-australia/report.