



**Euromonitor
International**

Confectionery Packaging in Thailand

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Blister and strip packs the most dynamic pack type in confectionery in 2024

Dalgona opts for tin packaging for product protection and premium image

Thin wall plastic containers gaining share in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Chocolate and sugar confectionery performance will offset declining gum volumes

Continued preference for blister and strip packs expected in Thai confectionery thanks to portion control and hygiene

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2024 key trends

Thailand's food packaging market embraces green solutions and practical formats

Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks

Thailand's alcoholic drinks packaging evolves with sustainability and convenience

Sustainability and flexible formats drive beauty and personal care packaging

Thailand's home care packaging is being driven by affordability and innovation

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Thailand drafts law for sustainable packaging and EPR compliance

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Thailand's binding EPR law to transform packaging recovery and recycling

Thailand's Plastic Waste Management Roadmap

Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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