



Confectionery Packaging in Ukraine

September 2025

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Confectionery Packaging in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ukraine's confectionery packaging evolving with consumer preferences
Innovative trends driving Ukraine's confectionery packaging in 2024
Shift from rigid to flexible packs accelerates due to on-the-go snacking trends

PROSPECTS AND OPPORTUNITIES

Flexible, sustainable and smart packaging are the future for confectionery in Ukraine
Ukrainian confectionery will embrace functional and user-friendly packaging formats

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Confectionery Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Pouches lead food packaging innovation
Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans
Metal beverage cans show faster growth than glass bottles in beer and wine
Biodegradable jars push sustainability in beauty and personal care packaging
HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability
The 400g metal food can is popular for its convenience and product preservation

PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation
Ukraine moves towards EU standards with new draft law on packaging
New law sets stricter safety standards for food packaging in Ukraine

RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine
Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats
Processed meat and seafood packaging shifts towards flexible and compostable solutions

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