



**Euromonitor
International**

Confectionery Packaging in Vietnam

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Falling imports see confectionery packaging unit volumes decline in 2024
- Pack size preferences remain varied across confectionery
- Other plastic jars gaining share in gum due to convenience and user friendliness

PROSPECTS AND OPPORTUNITIES

- Packaging unit volumes expected to increase over the forecast period with rising consumption
- Resealability will see thin wall plastic containers gaining share in sugar confectionery for larger pack sizes

DISCLAIMER

Confectionery Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
- Food packaging in Vietnam in 2024 was shaped by a move toward convenience, portion control, and selective shifts to paper and carton.
- Non-alcoholic drinks packaging in Vietnam in 2024 was marked by the rapid growth of PET bottles, gradual adoption of recycled content, and a revival of returnable glass.
- Alcoholic drinks packaging in Vietnam in 2024 was influenced by regulatory pressures and premiumization, with glass bottles gaining share in premium segments
- Beauty and personal care packaging in Vietnam in 2024 was driven by sustainability, refill solutions, and the popularity of small flexible packs.
- Home care packaging in Vietnam in 2024 was characterized by growth in PET and HDPE bottles, the rise of refill pouches, and a focus on smaller, more convenient pack sizes.
- Dog and cat food packaging in Vietnam in 2024 was evolving toward bulk convenience, sustainability, and user-friendly formats.

PACKAGING LEGISLATION

- Regulatory pressure accelerates sustainable packaging innovation
- Impact on manufacturers and cost passthrough to consumers
- Reverse vending initiatives open new horizon for cleaner Vietnam

RECYCLING AND THE ENVIRONMENT

- Refillable and reusable packaging solutions by brands
 - Biobased and recyclable material innovation a new normal
 - Consumer engagement and ecolabelling a new normal in Vietnam
- Table 1 - Overview of Packaging Recycling and Recovery in Vietnam: 2022/2023 and Targets for 2024

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