

## **Confectionery Packaging in Colombia**

Market Direction | 2022-06-23 | 10 pages | Euromonitor

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### **Report description:**

While chocolate and sugar confectionery packaging was badly hit by the pandemic in 2020, gum packaging suffered a collapse in its unit volumes, which almost halved year on year. While demand for gum packaging had already been in steady decline prior to the pandemic, the decline was particularly deep in 2020. Flexible plastic, flexible paper and folding cartons are the main pack types in gum, with all seeing major declines in 2020, as on-the-go demand and impulse purchases slumped. While gum...

Euromonitor International's Confectionery Packaging in Colombia 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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CONFECTIONERY PACKAGING IN COLOMBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Gum packaging sees a strong rebound in 2021 after sales were almost halved in 2020

Return of impulse purchasing and on-the-go consumption helps confectionery packaging record strong growth in 2021

Flexible paper and flexible aluminium/paper grow in popularity as alternatives to flexible plastic in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Post-pandemic recovery in demand for confectionery packaging will be sluggish

Revival of gift-giving will drive growth in demand for boxed assortments

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