

## **Confectionery Packaging in France**

Market Direction | 2022-06-27 | 10 pages | Euromonitor

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### **Report description:**

Demand for a number of products in confectionery was negatively impacted by the COVID-19 restrictions implemented in 2020 and, to some extent, still in place at times in 2021. Home seclusion and limited mobility hit impulse and on-the-go purchases, while gifting was also impacted by lockdowns and the need for social distancing.

Euromonitor International's Confectionery Packaging in France 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 FRANCE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Confectionery hit by decline in impulse/on-the-go and gifting purchases in the pandemic

Countlines and boxed assortments seeing stronger performances in 2021

Gum continues declining as manufacturers shift to new pack types

PROSPECTS AND OPPORTUNITIES

Gum will continue to decline as manufacturers invest in mints

Despite the health and wellness trend, French consumers will still want their chocolatey treat

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