

## **Confectionery Packaging in India**

Market Direction | 2022-06-28 | 12 pages | Euromonitor

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### **Report description:**

In 2020, the COVID-19 pandemic had a dramatic impact on the production of fast-moving consumer goods in India. Following the outbreak of the COVID-19 virus in India, manufacturers needed to implement additional health and safety measures in order to curb the spread of the virus in the country. This meant that many major companies in categories such as confectionery and confectionery packaging struggled to keep their factories running, with most of them unable to function at maximum capacity for...

Euromonitor International's Confectionery Packaging in India 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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Euromonitor International  
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#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Confectionery packaging growth recovers in 2021 as consumers look to indulge themselves during home seclusion

Packaging remains a key distinguishing feature in confectionery

Health and wellness trends, boosted by COVID-19, stimulate demand for smaller pack sizes

#### **PROSPECTS AND OPPORTUNITIES**

Mars India looking to expand in pouches and bags as well as appeal to local tastes

Health and wellness trends will continue to play a role in confectionery consumption

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