

Confectionery Packaging in Saudi Arabia

Market Direction | 2022-07-18 | 9 pages | Euromonitor

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Report description:

While all of the three main areas of confectionery - chocolate confectionery, sugar confectionery and gum - had all been recording declining unit volumes in their packaging at some point over the pre-pandemic review period, the arrival of COVID-19, allied to the restrictions implemented by the authorities to curb the spread of the virus, resulted in a steep decline for confectionery packaging. Both chocolate confectionery and gum recorded double-digit declines in their packaging unit volumes in...

Euromonitor International's Confectionery Packaging in Saudi Arabia 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 SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Confectionery packaging performance improves, but unit volumes still remain in decline in 2021

Boxed assortments packaging hit by restricted gift-giving occasions and pandemic's economic impact

COVID-19 stimulates healthy living trends, suppressing overall growth and driving a shift towards smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Stand-up pouches with zip/press closures on the rise, but flexible plastic still reigns supreme

Smaller pack sizes gaining popularity in gum and sugar confectionery

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