

Confectionery Packaging in the US

Market Direction | 2022-08-18 | 11 pages | Euromonitor

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Report description:

In 2019-2020, lockdown measures helped to boost chocolate confectionery packaging volumes, as the pandemic engendered anxiety in some consumers and boredom in others. This resulted in an increase in comfort eating. Chocolate confectionery packaging volumes continued to see growth over 2020-2021. This can be attributed to the rise in sales during the third wave of the COVID-19 pandemic, which led many consumers to stay at home in order to mitigate the risk of contracting the virus. As a result, c...

Euromonitor International's Confectionery Packaging in USA 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 THE US

KEY DATA FINDINGS

2021 DEVELOPMENTS

More time spent at home continues to drive chocolate confectionery packaging volumes

Sugar confectionery maintains growth, while gum sees a rebound in packaging volumes, but not to pre-pandemic level

Resealable stand-up pouches sees growth in packaging volumes due to strong visual appeal and resealability

PROSPECTS AND OPPORTUNITIES

Growth in packaging volumes expected across chocolate and sugar confectionery and gum

Pack sizes will shrink, as manufacturers seek to cater to more health-conscious consumers

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