

## **Global Chocolate Bar Packaging Market Report and Forecast 2024-2032**

Market Report | 2023-11-02 | 180 pages | EMR Inc.

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### **Report description:**

Global Chocolate Bar Packaging Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global chocolate bar packaging market reached a value of USD 0.37 billion in 2023. Aided by the ever-increasing global consumption of chocolate and a growing emphasis on innovative and sustainable packaging solutions, the market is projected to further grow at a CAGR of 12.1% between 2024 and 2032 to reach a value of USD 1.05 billion by 2032.

Chocolate bar packaging serves more than just the elementary purpose of protection; it plays a significant role in branding, marketing, and enhancing the overall consumer experience. As the world develops a sweet tooth, chocolates, especially bar chocolates, have emerged as popular gifts and indulgences across all age groups. The right packaging ensures not just the physical and chemical protection of the product but also elevates its aesthetic appeal, making it more enticing to consumers. As per the chocolate bar packaging market analysis, the increasing global demand for premium and artisanal chocolates has ushered in a need for sophisticated, top-tier packaging solutions. Luxury chocolates, often given as gifts during festive seasons and special occasions, necessitate packaging that resonates with their premium quality. This has led brands to invest heavily in innovative packaging designs, incorporating elements such as gold foiling, embossing, and bespoke illustrations.

Moreover, the growing environmental consciousness among consumers is also contributing to the chocolate bar packaging market growth. Brands are steadily veering away from non-biodegradable plastics, instead opting for sustainable materials like recycled paper, bamboo fibres, and plant-based polymers. This shift isn't just an environmental imperative but has also become a selling point, with eco-friendly packaging being a determiner in purchase decisions for many environmentally aware consumers.

Another driving factor is the rising trend of personalised and customisable packaging. Brands are offering options where consumers can have personalised messages, photos, or custom designs printed on the chocolate wrappers, especially popular during occasions like Valentine's Day, birthdays, and anniversaries, further propelling the chocolate bar packaging market demand. This added layer of personal touch intensifies the emotional connection between the consumer, the product, and the brand.

On the industrial front, technological advancements in packaging machinery and printing techniques are enabling brands to produce more intricate and detailed packaging designs at cost-effective rates. The advent of 3D printing, holographic foiling, and

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augmented reality (AR) integration are some of the crucial chocolate bar packaging market trends that have further elevated the possibilities in chocolate bar packaging.

#### Market Segmentation □

The market can be divided based on material used, packaging type, and region.

#### Market Breakup by Material Used

- Paper
- Plastic
- Aluminium
- Others

#### Market Breakup by Packaging Type

- Wrappers
- Boxes
- Secondary Packaging (Pouches, Bags)

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global chocolate bar packaging market. Some of the major players explored in the report by Expert Market Research are as follows:

- Amcor Plc
- Swiss Pack
- Huhtamaki Oyj
- Keylink Limited
- Berry Global Inc.
- Mondi Group
- WestRock Company
- Vantage House UK Ltd
- Pouch Direct Pty Ltd.
- Others

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#### Table of Contents:

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- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key industrial Trends
- 6 Market Snapshot
  - 6.1 Global
  - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Chocolate Bar Packaging Market Analysis
  - 8.1 Key industry Highlights
  - 8.2 Global Chocolate Bar Packaging Historical Market (2018-2023)
  - 8.3 Global Chocolate Bar Packaging Market Forecast (2024-2032)
  - 8.4 Global Chocolate Bar Packaging Market by Material Used
    - 8.4.1 Paper
      - 8.4.1.1 Market Share
      - 8.4.1.2 Historical Trend (2018-2023)
      - 8.4.1.3 Forecast Trend (2024-2032)
    - 8.4.2 Plastic
      - 8.4.2.1 Market Share
      - 8.4.2.2 Historical Trend (2018-2023)
      - 8.4.2.3 Forecast Trend (2024-2032)
    - 8.4.3 Aluminium
      - 8.4.3.1 Market Share
      - 8.4.3.2 Historical Trend (2018-2023)
      - 8.4.3.3 Forecast Trend (2024-2032)
      - 8.4.3.4 Forecast Trend (2024-2032)
    - 8.4.4 Others
  - 8.5 Global Chocolate Bar Packaging Market by Packaging Type
    - 8.5.1 Wrappers
      - 8.5.1.1 Market Share
      - 8.5.1.2 Historical Trend (2018-2023)
      - 8.5.1.3 Forecast Trend (2024-2032)
    - 8.5.2 Boxes
      - 8.5.2.1 Market Share
      - 8.5.2.2 Historical Trend (2018-2023)
      - 8.5.2.3 Forecast Trend (2024-2032)
    - 8.5.3 Secondary Packaging (Pouches, Bags)

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- 8.5.3.1 Market Share
  - 8.5.3.2 Historical Trend (2018-2023)
  - 8.5.3.3 Forecast Trend (2024-2032)
- 8.6 Global Chocolate Bar Packaging Market by Region
  - 8.6.1 North America
    - 8.6.1.1 Market Share
    - 8.6.1.2 Historical Trend (2018-2023)
    - 8.6.1.3 Forecast Trend (2024-2032)
  - 8.6.2 Europe
    - 8.6.2.1 Market Share
    - 8.6.2.2 Historical Trend (2018-2023)
    - 8.6.2.3 Forecast Trend (2024-2032)
  - 8.6.3 Asia Pacific
    - 8.6.3.1 Market Share
    - 8.6.3.2 Historical Trend (2018-2023)
    - 8.6.3.3 Forecast Trend (2024-2032)
  - 8.6.4 Latin America
    - 8.6.4.1 Market Share
    - 8.6.4.2 Historical Trend (2018-2023)
    - 8.6.4.3 Forecast Trend (2024-2032)
  - 8.6.5 Middle East and Africa
    - 8.6.5.1 Market Share
    - 8.6.5.2 Historical Trend (2018-2023)
    - 8.6.5.3 Forecast Trend (2024-2032)
- 9 North America Chocolate Bar Packaging Market Analysis
  - 9.1 United States of America
    - 9.1.1 Market Share
    - 9.1.2 Historical Trend (2018-2023)
    - 9.1.3 Forecast Trend (2024-2032)
  - 9.2 Canada
    - 9.2.1 Market Share
    - 9.2.2 Historical Trend (2018-2023)
    - 9.2.3 Forecast Trend (2024-2032)
- 10 Europe Chocolate Bar Packaging Market Analysis
  - 10.1 United Kingdom
    - 10.1.1 Market Share
    - 10.1.2 Historical Trend (2018-2023)
    - 10.1.3 Forecast Trend (2024-2032)
  - 10.2 Germany
    - 10.2.1 Market Share
    - 10.2.2 Historical Trend (2018-2023)
    - 10.2.3 Forecast Trend (2024-2032)
  - 10.3 France
    - 10.3.1 Market Share
    - 10.3.2 Historical Trend (2018-2023)
    - 10.3.3 Forecast Trend (2024-2032)
  - 10.4 Italy

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- 10.4.1 Market Share
- 10.4.2 Historical Trend (2018-2023)
- 10.4.3 Forecast Trend (2024-2032)
- 10.5 Others
- 11 Asia Pacific Chocolate Bar Packaging Market Analysis
  - 11.1 China
    - 11.1.1 Market Share
    - 11.1.2 Historical Trend (2018-2023)
    - 11.1.3 Forecast Trend (2024-2032)
  - 11.2 Japan
    - 11.2.1 Market Share
    - 11.2.2 Historical Trend (2018-2023)
    - 11.2.3 Forecast Trend (2024-2032)
  - 11.3 India
    - 11.3.1 Market Share
    - 11.3.2 Historical Trend (2018-2023)
    - 11.3.3 Forecast Trend (2024-2032)
  - 11.4 ASEAN
    - 11.4.1 Market Share
    - 11.4.2 Historical Trend (2018-2023)
    - 11.4.3 Forecast Trend (2024-2032)
  - 11.5 Australia
    - 11.5.1 Market Share
    - 11.5.2 Historical Trend (2018-2023)
    - 11.5.3 Forecast Trend (2024-2032)
  - 11.6 Others
- 12 Latin America Chocolate Bar Packaging Market Analysis
  - 12.1 Brazil
    - 12.1.1 Market Share
    - 12.1.2 Historical Trend (2018-2023)
    - 12.1.3 Forecast Trend (2024-2032)
  - 12.2 Argentina
    - 12.2.1 Market Share
    - 12.2.2 Historical Trend (2018-2023)
    - 12.2.3 Forecast Trend (2024-2032)
  - 12.3 Mexico
    - 12.3.1 Market Share
    - 12.3.2 Historical Trend (2018-2023)
    - 12.3.3 Forecast Trend (2024-2032)
  - 12.4 Others
- 13 Middle East and Africa Chocolate Bar Packaging Market Analysis
  - 13.1 Saudi Arabia
    - 13.1.1 Market Share
    - 13.1.2 Historical Trend (2018-2023)
    - 13.1.3 Forecast Trend (2024-2032)
  - 13.2 United Arab Emirates
    - 13.2.1 Market Share

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- 13.2.2 Historical Trend (2018-2023)
- 13.2.3 Forecast Trend (2024-2032)
- 13.3 Nigeria
  - 13.3.1 Market Share
  - 13.3.2 Historical Trend (2018-2023)
  - 13.3.3 Forecast Trend (2024-2032)
- 13.4 South Africa
  - 13.4.1 Market Share
  - 13.4.2 Historical Trend (2018-2023)
  - 13.4.3 Forecast Trend (2024-2032)
- 13.5 Others
- 14 Market Dynamics
  - 14.1 SWOT Analysis
    - 14.1.1 Strengths
    - 14.1.2 Weaknesses
    - 14.1.3 Opportunities
    - 14.1.4 Threats
  - 14.2 Porter's Five Forces Analysis
    - 14.2.1 Supplier's Power
    - 14.2.2 Buyer's Power
    - 14.2.3 Threat of New Entrants
    - 14.2.4 Degree of Rivalry
    - 14.2.5 Threat of Substitutes
  - 14.3 Key indicators for Demand
  - 14.4 Key indicators for Price
- 15 Competitive Landscape
  - 15.1 Market Structure
  - 15.2 Company Profiles
    - 15.2.1 Amcor Plc
      - 15.2.1.1 Company Overview
      - 15.2.1.2 Product Portfolio
      - 15.2.1.3 Demographic Reach and Achievements
      - 15.2.1.4 Certifications
    - 15.2.2 Swiss Pack
      - 15.2.2.1 Company Overview
      - 15.2.2.2 Product Portfolio
      - 15.2.2.3 Demographic Reach and Achievements
      - 15.2.2.4 Certifications
    - 15.2.3 Huhtamaki Oyj
      - 15.2.3.1 Company Overview
      - 15.2.3.2 Product Portfolio
      - 15.2.3.3 Demographic Reach and Achievements
      - 15.2.3.4 Certifications
    - 15.2.4 Keylink Limited
      - 15.2.4.1 Company Overview
      - 15.2.4.2 Product Portfolio
      - 15.2.4.3 Demographic Reach and Achievements

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- 15.2.4.4 Certifications
- 15.2.5 Berry Global Inc.
  - 15.2.5.1 Company Overview
  - 15.2.5.2 Product Portfolio
  - 15.2.5.3 Demographic Reach and Achievements
  - 15.2.5.4 Certifications
- 15.2.6 Mondi Group
  - 15.2.6.1 Company Overview
  - 15.2.6.2 Product Portfolio
  - 15.2.6.3 Demographic Reach and Achievements
  - 15.2.6.4 Certifications
- 15.2.7 WestRock Company
  - 15.2.7.1 Company Overview
  - 15.2.7.2 Product Portfolio
  - 15.2.7.3 Demographic Reach and Achievements
  - 15.2.7.4 Certifications
- 15.2.8 Vantage House UK Ltd
  - 15.2.8.1 Company Overview
  - 15.2.8.2 Product Portfolio
  - 15.2.8.3 Demographic Reach and Achievements
  - 15.2.8.4 Certifications
- 15.2.9 Pouch Direct Pty Ltd.
  - 15.2.9.1 Company Overview
  - 15.2.9.2 Product Portfolio
  - 15.2.9.3 Demographic Reach and Achievements
  - 15.2.9.4 Certifications
- 15.2.10 Others

## 16 Key Trends and Developments in the Market

### List of Key Figures and Tables

1. Global Chocolate Bar Packaging Market: Key industry Highlights, 2018 and 2032
2. Global Chocolate Bar Packaging Historical Market: Breakup by Material Used (USD Million), 2018-2023
3. Global Chocolate Bar Packaging Market Forecast: Breakup by Material Used (USD Million), 2024-2032
4. Global Chocolate Bar Packaging Historical Market: Breakup by Packaging Type (USD Million), 2018-2023
5. Global Chocolate Bar Packaging Market Forecast: Breakup by Packaging Type (USD Million), 2024-2032
6. Global Chocolate Bar Packaging Historical Market: Breakup by Region (USD Million), 2018-2023
7. Global Chocolate Bar Packaging Market Forecast: Breakup by Region (USD Million), 2024-2032
8. North America Chocolate Bar Packaging Historical Market: Breakup by Country (USD Million), 2018-2023
9. North America Chocolate Bar Packaging Market Forecast: Breakup by Country (USD Million), 2024-2032
10. Europe Chocolate Bar Packaging Historical Market: Breakup by Country (USD Million), 2018-2023
11. Europe Chocolate Bar Packaging Market Forecast: Breakup by Country (USD Million), 2024-2032
12. Asia Pacific Chocolate Bar Packaging Historical Market: Breakup by Country (USD Million), 2018-2023
13. Asia Pacific Chocolate Bar Packaging Market Forecast: Breakup by Country (USD Million), 2024-2032
14. Latin America Chocolate Bar Packaging Historical Market: Breakup by Country (USD Million), 2018-2023
15. Latin America Chocolate Bar Packaging Market Forecast: Breakup by Country (USD Million), 2024-2032
16. Middle East and Africa Chocolate Bar Packaging Historical Market: Breakup by Country (USD Million), 2018-2023
17. Middle East and Africa Chocolate Bar Packaging Market Forecast: Breakup by Country (USD Million), 2024-2032
18. Global Chocolate Bar Packaging Market Structure

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