

## **Confectionery Packaging in Colombia**

Market Direction | 2023-09-20 | 9 pages | Euromonitor

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### **Report description:**

Demand for confectionery packaging recorded a sharp decline in 2020. Although consumers were spending more time at home due to COVID-19 and eating more snacks there, there was a reduction in impulse purchasing and on-the-go consumption among Colombian consumers in this year. Moreover, the economic shock of the pandemic led many local consumers to reduce their discretionary spending. Increased consumer interest in health and wellness also played a role, as it became more widely known that the obe...

Euromonitor International's Confectionery Packaging in Colombia 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

2022 DEVELOPMENTS

Confectionery packaging continues to recover thanks to the return of impulse purchasing and on-the-go consumption

Flexible plastic is the preferred pack type due to its durability and cost-effectiveness

Flexible paper and flexible aluminium/paper grow in popularity as alternatives to flexible plastic in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Folding cartons are forecast to see an increasing pack type share in Colombia

The 120g pack size is expected to grow due to its affordability and convenience in Colombia

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