

Confectionery Packaging in Germany

Market Direction | 2023-09-22 | 9 pages | Euromonitor

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Report description:

With flexible packaging maintaining its dominant position in confectionery packaging, it has therefore been growing at very similar rates to confectionery as a whole in 2020, 2021 and 2022, with healthy growth rates in the first two years and declining sales in 2022. Flexible plastic will remain the dominant pack type in confectionery, being widely used in gum, sugar confectionery and chocolate confectionery.

Euromonitor International's Confectionery Packaging in Germany 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 GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible packaging, the dominant pack type, declines in line with overall confectionery in 2022

Smaller pack sizes popular in confectionery packaging

Folding cartons a popular pack type in chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Stagnation for sugar confectionery as consumers become more health conscious

Increasing gum sales will positively impact flexible aluminium/paper, flexible paper and flexible plastic

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