

Confectionery Packaging in Italy

Market Direction | 2023-09-29 | 9 pages | Euromonitor

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Report description:

Flexible packaging dominates confectionery in Italy, offering numerous advantages, such as easier handling and consumption for consumers, and savings on transportation and storage for manufacturers, wholesalers and retailers. The most popular flexible packaging types are flexible plastic and aluminium foil, which, together, account for over half of the packaging unit volumes in confectionery.

Euromonitor International's Confectionery Packaging in Italy 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Players increasingly focusing on sustainable pack types in confectionery packaging

Composite containers gaining popularity in boxed assortments

Weak demand for countlines is impacting packaging solution developments

PROSPECTS AND OPPORTUNITIES

Concerns about plastic waste will impact flexible plastic usage in confectionery

Confectionery will continue to be impacted by health concerns

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