

Confectionery Packaging in Mexico

Market Direction | 2023-10-12 | 9 pages | Euromonitor

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Report description:

Sugar confectionery packaging continued to record increasing unit volume sales from the previous year, marking its post-pandemic recovery. Sugar confectionery in Mexico is most often purchased as an impulse at-the-counter buy in Mexico, and as such, the pandemic and its impact on consumer mobility dealt a significant blow to the category, resulting in a drastic drop in demand. In 2022, as the category continued to recover in line with greater mobility outside of the home, packaging unit volume S...

Euromonitor International's Confectionery Packaging in Mexico 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

Sugar confectionery continues post-pandemic rebound, while gum packaging continues to struggle

Flexible paper gaining pack type share in chocolate confectionery

Small pack sizes are popular in Mexican sugar confectionery

PROSPECTS AND OPPORTUNITIES

New labelling regulations may dampen demand

Plastic pouches to gain share over forecast period, while resealable closures will remain popular for sharing occasions

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