

## **Confectionery Packaging in Spain**

Market Direction | 2023-10-20 | 9 pages | Euromonitor

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### **Report description:**

After seeing two years of negligible decline in packaging volumes during the pandemic in 2020 and 2021, mainly driven by falling sales of gum, volumes returned to growth in 2022, regaining all the lost ground. However, while chocolate confectionery maintained growth and gum saw a rebound, sugar confectionery turned to decline. Although the leading pack types for confectionery in 2022 remained flexible plastic and flexible paper, folding cartons witnessed a strong increase in pack type share. Thi...

Euromonitor International's Confectionery Packaging in Spain 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

February 2024

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**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Folding cartons become more popular for preservation, sustainability and branding

Ferrero Rocher has an initiative to make its packaging more sustainable

Plastic pouches increasingly preferred for their price and resealability

**PROSPECTS AND OPPORTUNITIES**

More sustainable options expected to be favoured by producers and consumers

100g expected to remain the most significant pack size, perceived as a good balance

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