

Confectionery Packaging in Argentina

Market Direction | 2024-05-22 | 8 pages | Euromonitor

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Report description:

Flexible plastic continued to lead sugar confectionery packaging in Argentina in 2023, thanks to providing advantages such as excellent barrier properties, which protect sugar confectionery from external factors such as light, air, and moisture, while also extending the shelf life of products. Sugar confectionery is particularly sensitive to moisture, and can become sticky and lose its texture when exposed, and flexible plastic provides a moisture-resistant barrier, ensuring that the products re...

Euromonitor International's Confectionery Packaging in Argentina 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 ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic preserves the freshness and quality of sugar confectionery

Folding cartons on the rise in boxed assortments due to their versatility and visual appeal

250g and 300g pack sizes grow in confectionery as consumers prioritise cost

PROSPECTS AND OPPORTUNITIES

Aluminium foil will continue to dominate chocolate with toys packaging

Folding cartons expected to gain share in gum packaging

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