

Confectionery Packaging in Germany

Market Direction | 2024-06-26 | 8 pages | Euromonitor

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Report description:

Total confectionery packaging volumes saw a second year of decline in Germany in 2023, due to declines for chocolate and sugar confectionery, as more consumers looked to limit their sugar intake. Flexible plastic remained the predominant pack type in confectionery packaging in this year, widely used for gum, sugar confectionery, and chocolate confectionery. Flexible plastic has historically grown in tandem with the category. Its popularity persists due to benefits such as suitability for bite-si...

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

2023 DEVELOPMENTS

Flexible plastic continues to lead confectionery packaging

Smaller pack sizes remain popular for confectionery

Folding cartons remains the leading pack type in chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Sugar confectionery faces decline amidst health conscious consumers, but gum set for growth

Sustainability will affect the pack types chosen by producers and consumers

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