

## **Confectionery Packaging in Spain**

Market Direction | 2024-08-12 | 8 pages | Euromonitor

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### **Report description:**

Ferrero Group has introduced a new, thinner wrapping for its Kinder Bueno range, reducing the plastic layer by 23%, while still maintaining product freshness and protection. This innovation follows collaboration with upstream suppliers to develop thinner, more flexible materials with a lower environmental impact. Ferrero's initiative aligns with its commitment to sustainability, with the company aiming to make all of its packaging reusable, recyclable or compostable by 2025. This transition is e...

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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### **Table of Contents:**

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List Of Contents And Tables

CONFECTIONERY PACKAGING IN SPAIN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ferrero launches thinner wrapping to reduce plastic packaging

Smaller formats tailored to individual consumption occasions increasingly in demand

Packaging to have information on targeted health benefits

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow due to on-the-go consumption

Plastic pouches expected to continue gaining share over the forecast period

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