

## **Confectionery Packaging in the United Arab Emirates**

Market Direction | 2024-08-28 | 10 pages | Euromonitor

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### **Report description:**

In 2023, flexible plastic not only continued to dominate confectionery packaging unit volumes, but also gained more pack type share. Flexible plastic often includes multiple layers that provide an effective barrier against moisture, air and light. This helps preserve the freshness and quality of confectionery, which is particularly important in a hot and humid climate like the United Arab Emirates. The barrier properties of this pack type can significantly extend the shelf life of chocolate prod...

Euromonitor International's Confectionery Packaging in United Arab Emirates 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic dominates confectionery packaging

Smaller pack sizes remain popular in sugar confectionery, particularly with portion control being prioritised

Plastic pouches gaining share in chocolate confectionery

PROSPECTS AND OPPORTUNITIES

Flexible packaging will continue to dominate, with plastic pouches boosted by the rise of quick commerce

Nestle introduces paper packaging for its Quality Street and KitKat brands

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