

Confectionery Packaging in Sweden

Market Direction | 2024-08-13 | 8 pages | Euromonitor

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Report description:

Flexible plastic accounted for the largest share of packaging unit volumes in confectionery in Sweden in 2023, followed by folding cartons. Flexible packaging dominates countlines and tablets, the largest chocolate confectionery categories, in unit volume terms. Flexible plastic is a low-cost and convenient pack type for individually-wrapped products such as countlines. It is compact and lightweight, and thus provides portability of confectionery for on-the-go consumption. Folding cartons is the...

Euromonitor International's Confectionery Packaging in Sweden 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 SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic and folding cartons dominate confectionery packaging

Cloetta introduces plant-based packaging for its marshmallow candies

Pack sizes of 100g or less dominate

PROSPECTS AND OPPORTUNITIES

Flexible paper to gain share in chocolate confectionery packaging

Sustainability concerns set to drive packaging innovation over the forecast period

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