



**Euromonitor
International**

Confectionery Packaging in the US

June 2024

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Confectionery Packaging in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging manufacturers embracing paper to boost their sustainability credentials

Plant-based pouches are the latest innovation in circular packaging

Sugar confectionery seeing packaging innovations that engage children with arts and crafts

PROSPECTS AND OPPORTUNITIES

Plastic pouches to gain share from flexible plastic in sugar confectionery

Premiumisation in chocolate confectionery is expected to boost the usage of paper packaging

Confectionery Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

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Packaging in 2023: The big picture

2023 key trends

Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs

Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic

Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences

Glass jars gaining share in skin care packaging because of their visual appeal

Rise in use of blister and strip packs in gel air fresheners due to better portion control

PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste

Table 1 - Overview of Packaging Recycling and Recovery in the US: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-the-us/report.