



Euromonitor  
International

# Confectionery Packaging in Spain

August 2024

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## Confectionery Packaging in Spain - Category analysis

### 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

## Confectionery Packaging in Spain - Company Profiles

## Packaging Industry in Spain - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt  
PET bottles lead bottled water packaging with a focus on convenience and sustainability  
Glass bottles gaining share from metal cans in beer packaging  
HDPE bottles dominate bath and shower due to their durability and sustainability  
Growing adoption of PET bottles in dishwashing driven by recyclability

### PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain  
Spain's new plastic tax law promotes a circular economy

### RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas  
Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive  
Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range  
Table 1 - Overview of Packaging Recycling and Recovery in Spain: 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-spain/report](https://www.euromonitor.com/confectionery-packaging-in-spain/report).