



Euromonitor
International

Confectionery Packaging in Canada

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible packaging continues to dominate in Canadian confectionery
Aluminium foil gaining share in boxed assortments packaging
Blister and strip packs gaining share in sugar confectionery packaging

PROSPECTS AND OPPORTUNITIES

Government initiatives helping drive brands towards sustainable packaging options
Metal tins to gain share in confectionery packaging over the forecast period

Confectionery Packaging in Canada - Company Profiles

Packaging Industry in Canada - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience
Large pack sizes popular in plant-based milk
Glass bottles the main pack type in non-alcoholic wine due to consumer preferences
Small pack sizes gaining share in beauty and personal care products due to their convenience
rPET gains share in soft drinks due to strong infrastructure and cost effectiveness

PACKAGING LEGISLATION

New rules drafted to improve recycling of plastic packaging
Nutritional labels to be introduced to ensure quality and increase awareness

RECYCLING AND THE ENVIRONMENT

Sustainability gains momentum in alcoholic drinks due to new product launches
Folding cartons to gain share as a move towards sustainability
Convenient packing to gain popularity due to rise in on-the-go consumption
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2021/2022 and Targets for 2023

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