



Confectionery Packaging in France

June 2024

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Confectionery Packaging in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons continue gaining share in chocolate confectionery packaging
Brands adopting sustainable packaging for gum
Flexible plastic dominates countlines packaging due to its convenience and versatility

PROSPECTS AND OPPORTUNITIES

Sugar confectionery brands expected to prioritise sustainable packaging
Smaller pack sizes will cater to busy lifestyles and portion control

Confectionery Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Metal cans dominate shelf stable seafood
PET bottles gaining popularity in juice for their larger sizes and sustainability
Rising popularity of small pack sizes in brandy, cognac and non/low alcohol beer
HDPE bottles and folding cartons the leading pack types in French beauty and personal care
Sustainability becomes a core focus for home care brands in France

PACKAGING LEGISLATION

Tethered caps adopted in response to EU legislation

RECYCLING AND THE ENVIRONMENT

Advancements in recycling initiatives
Innovations in beverage packaging
Sustainable packaging in ready meals

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