



Confectionery Packaging in Sweden

August 2024

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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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