

Confectionery Packaging in Germany

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic continues to lead confectionery packaging

Smaller pack sizes remain popular for confectionery

Folding cartons remains the leading pack type in chocolate pouches and bags

PROSPECTS AND OPPORTUNITIES

Sugar confectionery faces decline amidst health conscious consumers, but gum set for growth

Sustainability will affect the pack types chosen by producers and consumers

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