

Confectionery Packaging in the US

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Packaging manufacturers embracing paper to boost their sustainability credentials

Plant-based pouches are the latest innovation in circular packaging

Sugar confectionery seeing packaging innovations that engage children with arts and crafts

PROSPECTS AND OPPORTUNITIES

Plastic pouches to gain share from flexible plastic in sugar confectionery

Premiumisation in chocolate confectionery is expected to boost the usage of paper packaging

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