

# Confectionery Packaging in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tablets witnesses growth in packaging volumes due to product innovation

Brand partnerships offer more scope for innovative packaging

Heightened awareness of sugar content impacts pack sizes

#### PROSPECTS AND OPPORTUNITIES

Rigid containers expected to see growth for their visual appeal

Flexible aluminium/paper expected to be favoured for gum due to convenience

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