

# Confectionery Packaging in Spain

October 2023

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## Confectionery Packaging in Spain - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Folding cartons become more popular for preservation, sustainability and branding

Ferrero Rocher has an initiative to make its packaging more sustainable

Plastic pouches increasingly preferred for their price and resealability

#### PROSPECTS AND OPPORTUNITIES

More sustainable options expected to be favoured by producers and consumers

100g expected to remain the most significant pack size, perceived as a good balance

## Confectionery Packaging in Spain - Company Profiles

## Packaging Industry in Spain - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

The design of shaped liquid cartons makes it an increasingly favoured pack type

Coca-Cola introduces tethered plastic bottle caps in Europe

Screw-top closures are popular due to the dominance of glass bottles

The popularity of skin care in 2022 positively impacts its pack types

Growth in liquid detergent tablets benefits other rigid containers

### PACKAGING LEGISLATION

New indirect tax on non-reusable plastic packaging

Spain's new packaging law to usher in a circular economy

### RECYCLING AND THE ENVIRONMENT

Nestlé Spain's improvements in the reusability of its packaging

Plastipak opens new recycling facility in Spain

Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2020/2021 and Targets for 2022

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