

Confectionery Packaging in France

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons continue gaining share in chocolate confectionery packaging
Brands adopting sustainable packaging for gum
Flexible plastic dominates countlines packaging due to its convenience and versatility

PROSPECTS AND OPPORTUNITIES

Sugar confectionery brands expected to prioritise sustainable packaging
Smaller pack sizes will cater to busy lifestyles and portion control

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