



Euromonitor
International

Confectionery Packaging in the US

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Confectionery packaging volumes fall slightly in 2024 due to cautious consumer spending

Mars and Berry set new sustainability standards with recycled plastic pantry jars

Smaller packs and sustainable formats are reshaping confectionery packaging

PROSPECTS AND OPPORTUNITIES

Premium and healthy trends are driving growth in confectionery packaging

Sustainability and premium appeal are shaping confectionery packaging trends

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-the-us/report.