



Euromonitor
International

Confectionery Packaging in France

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in confectionery packaging volumes in France in 2024, impacted by premiumisation, health and mobility
Innovations range from edible packaging supporting zero-waste goals to transparent packaging and smart packaging
Evolving competitive landscape and rapid innovation

PROSPECTS AND OPPORTUNITIES

Growth due to fast-paced lifestyles and outdoor consumption, but supply chain risks will remain
Packaging will need to be robust to withstand shipping, yet attractive and sustainable to appeal to discerning consumers

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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-france/report.