



**Euromonitor
International**

Confectionery Packaging in Mexico

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Higher disposable incomes and festive culture drive up confectionery packaging volumes

Environmental regulations accelerate packaging changes in confectionery

Portion control and affordability are the main reasons for the popularity of smaller pack sizes in confectionery

PROSPECTS AND OPPORTUNITIES

Growth in packaging volumes expected to be driven by evolving lifestyles and retail expansion

Competitive landscape expected to intensify as players adapt packaging to appeal to health-conscious 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-mexico/report.