



Euromonitor
International

Confectionery Packaging in Mexico

May 2024

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Confectionery Packaging in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar confectionery again records positive growth in 2023

Flexible paper gaining pack type share in chocolate confectionery

Small pack sizes are popular in Mexican sugar confectionery

PROSPECTS AND OPPORTUNITIES

Plastic pouches will continue gaining share in chocolate confectionery over the forecast period

Flexible plastic will remain the leading pack type in the coming years

Confectionery Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

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