



Euromonitor
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Confectionery Packaging in the US

September 2025

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Confectionery Packaging in the US - Category analysis

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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Confectionery Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging is shifting towards sustainable materials and portion-controlled formats
Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.
Aluminium cans gaining share in alcoholic drinks packaging
Circular and sustainable packaging innovations transforming beauty and personal care
Refillable systems and green materials driving change in home care packaging
Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability
Proposed circular economy law raises questions on recycling future
California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US
Compostable packaging becoming a leading solution to plastic waste

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