

# Confectionery Packaging in France

September 2023

Table of Contents

## Confectionery Packaging in France - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Folding cartons the main pack type for boxed assortments  
Aluminium foil losing share in chocolate confectionery  
Flexible plastic dominates countlines packaging as it is convenient and versatile

#### PROSPECTS AND OPPORTUNITIES

Consumer desire to reduce sugar intake likely to impact gum packaging  
Despite the health and wellness trend, French consumers will still want their little treats

## Confectionery Packaging in France - Company Profiles

## Packaging Industry in France - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
PET bottles gaining share in cooking and table sauces due to their durability  
Coca-Cola Europacific Partners to use 100% returnable glass bottles in France  
Fibre bottles make a significant breakthrough in alcoholic drinks packaging  
Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France  
Non-plastic-based pack types to gain popularity amidst sustainability concerns

### PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics  
The French AGECE Act enforces regulations on packaging for fruit and vegetables

### RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France  
France to offer simplified and standardised packaging recycling labels  
France introduces new rules for collecting plastic packaging, cardboard and metal waste  
Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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