

Confectionery Packaging in Colombia

September 2023

Table of Contents

Confectionery Packaging in Colombia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Confectionery packaging continues to recover thanks to the return of impulse purchasing and on-the-go consumption

Flexible plastic is the preferred pack type due to its durability and cost-effectiveness

Flexible paper and flexible aluminium/paper grow in popularity as alternatives to flexible plastic in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Folding cartons are forecast to see an increasing pack type share in Colombia

The 120g pack size is expected to grow due to its affordability and convenience in Colombia

Confectionery Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic is the most popular pack type in food packaging

Popularity of lightweight packaging to cater to increasing on-the-go consumption

Brick liquid cartons gaining share in alcoholic drinks

Refill packs popular in beauty and personal care as they are seen as being sustainable

HDPE bottles dominate the home care industry thanks to their durability

PACKAGING LEGISLATION

Government announces National Plan for Sustainable Single-Use Plastics Management

RECYCLING AND THE ENVIRONMENT

Colombian coffee brands undertake initiatives to become more sustainable

Nativa partners with meteorologists to transform bottles into rain gauges

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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-colombia/report.