



**Euromonitor
International**

Confectionery Packaging in the US

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Cocoa inflation pulls a flexible-dominated category lower as Mars pilots paper wrappers

INDUSTRY PERFORMANCE

Cocoa inflation and shrinkflation hit volumes as players focus on sustainability initiatives

Brands push paper wrappers and recycled-content rigid formats

Rigid plastic and resealable pouches gain on premium and snacking formats

WHAT'S NEXT?

A shallow decline predicted as rigid plastic and fibre advance

Portioning, gifting and e-commerce diversify pack formats

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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-the-us/report.