

# Confectionery Packaging in Canada

September 2023

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## Confectionery Packaging in Canada - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flexible packaging continues to dominate in Canadian confectionery  
Smarties switches to responsibly-sourced paper packaging in Canada  
Metal tins gaining share in gum

#### PROSPECTS AND OPPORTUNITIES

Stand-up pouches expected to gain share in chocolate confectionery  
Flexible packaging to retain its lead as brands look for more sustainable variants

## Confectionery Packaging in Canada - Company Profiles

## Packaging Industry in Canada - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Sustainability concerns driving the use of paper in food packaging  
Metal beverage cans a popular pack type in soft drinks  
Wine-in-a-can trend driving the usage of metal beverage cans  
Multi-purpose cosmetics containers aim to minimise packaging waste generation  
Lightweight pouch packaging gaining share as refill packs become popular

### PACKAGING LEGISLATION

Canadian government introduces regulations on single-use plastic packaging  
Consultation underway on new plastic labelling regulations

### RECYCLING AND THE ENVIRONMENT

Alternatives to plastic packaging making inroads across multiple categories  
Biodegradable and compostable packaging becoming more widespread  
Brands must embrace sustainability to retain consumer interest  
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2020/2021 and Targets for 2022

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