

# Confectionery Packaging in Argentina

September 2023

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## Confectionery Packaging in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Folding cartons display an increase in pack type share in 2022  
The 250g and 300g pack sizes are popular for confectionery in 2022  
Flexible packaging dominates in sugar confectionery

#### PROSPECTS AND OPPORTUNITIES

Flexible plastic will remain the preferred pack type for chocolate confectionery  
Folding cartons are expected to gain pack type share in gum

## Confectionery Packaging in Argentina - Company Profiles

## Packaging Industry in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Flexible plastic popular in the food industry for its convenient and lightweight nature  
PET bottles dominate soft drinks packaging as they are affordable and recyclable  
Convenient and portable packaging dominates alcoholic drinks  
Smaller pack sizes preferred for beauty and personal care products  
Change in consumer behaviour impacts home care packaging

### PACKAGING LEGISLATION

Influence of Mercosur ban impacts dog and cat food packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability concerns see companies innovating in their bottle packaging

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