



# Confectionery Packaging in Spain

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ferrero launches thinner wrapping to reduce plastic packaging

Smaller formats tailored to individual consumption occasions increasingly in demand

Packaging to have information on targeted health benefits

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow due to on-the-go consumption

Plastic pouches expected to continue gaining share over the forecast period

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