



Confectionery Packaging in Argentina

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic preserves the freshness and quality of sugar confectionery

Folding cartons on the rise in boxed assortments due to their versatility and visual appeal

250g and 300g pack sizes grow in confectionery as consumers prioritise cost

PROSPECTS AND OPPORTUNITIES

Aluminium foil will continue to dominate chocolate with toys packaging

Folding cartons expected to gain share in gum packaging

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