



**Euromonitor
International**

Confectionery Packaging in the US

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Confectionery packaging volumes fall slightly in 2024 due to cautious consumer spending

Mars and Berry set new sustainability standards with recycled plastic pantry jars

Smaller packs and sustainable formats are reshaping confectionery packaging

PROSPECTS AND OPPORTUNITIES

Premium and healthy trends are driving growth in confectionery packaging

Sustainability and premium appeal are shaping confectionery packaging trends

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Confectionery Packaging in the US - Company Profiles

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2024 key trends

Food packaging is shifting towards sustainable materials and portion-controlled formats

Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.

Aluminium cans gaining share in alcoholic drinks packaging

Circular and sustainable packaging innovations transforming beauty and personal care

Refillable systems and green materials driving change in home care packaging

Sustainable and convenient packaging trends redefining pet food

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The transformation of packaging laws in the US promotes sustainable solutions and producer accountability

Proposed circular economy law raises questions on recycling future

California's plastic pollution law sets new benchmark for sustainable packaging

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Deposit Return Schemes gain momentum to boost recycling rates in the US

Compostable packaging becoming a leading solution to plastic waste

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