



**Euromonitor
International**

Confectionery Packaging in Mexico

September 2025

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Confectionery Packaging in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Higher disposable incomes and festive culture drive up confectionery packaging volumes
Environmental regulations accelerate packaging changes in confectionery
Portion control and affordability are the main reasons for the popularity of smaller pack sizes in confectionery

PROSPECTS AND OPPORTUNITIES

Growth in packaging volumes expected to be driven by evolving lifestyles and retail expansion
Competitive landscape expected to intensify as players adapt packaging to appeal to health-conscious consumers

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Confectionery Packaging in Mexico - Company Profiles

Packaging Industry in Mexico - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Food packaging shifts towards paper and reduced sizes to meet environmental and economic demands
Non-alcoholic drinks packaging balances plastic dominance with growing eco-friendly solutions
Alcoholic drinks packaging shifts to meet sustainability goals
Beauty and personal care brands adopting refill and reuse models to cut single-use plastics
Refill systems and recycled materials becoming standard in home care packaging
Pet food packaging moves towards sustainable and practical solutions

PACKAGING LEGISLATION

Mexico tightens packaging regulations to promote circularity and reduce the use of plastics
Plastics Pact promotes innovation and shared responsibility for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Plastics agreement seeks to reduce waste and boost recyclability in packaging by 2030

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-mexico/report.