



Confectionery Packaging in Argentina

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Falling packaging volumes due to labelling law and price rises
- Standard pack size for sugar confectionery in plastic pouches restricts choice
- Flexible plastic dominates confectionery as it is affordable and practical, but sees a slight share decline

PROSPECTS AND OPPORTUNITIES

- Economic recovery to increase packaging volumes in the forecast years
- Increasingly competitive landscape expected as economy recovers

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EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
 - Shaped liquid cartons gain share in dairy due to their perceived sustainability and alignment with consumer values
 - Rigid plastic continues to dominate soft drinks packaging but metal beverage cans double their share
 - Glass bottles continue to dominate alcoholic drinks packaging but metal beverage cans are gaining ground
 - Inflation drives shift towards lightweight and polarised pack sizes
 - HDPE bottles remain popular but are losing ground as refill pack types gain traction in home care
 - Flexible packaging dominates pet food as metal cans continue lose share

PACKAGING LEGISLATION

- New regulations redefine “excessive” nutrients and advertising limits
- New regulations standardise labelling for plant-based food
- Warning labels influence purchasing decisions under Argentina’s FOPL law

RECYCLING AND THE ENVIRONMENT

- Soft drinks packaging embraces sustainability with increased use of rPET in 2024
- Sustainability pressures driving decline in flexible aluminium/plastic
- Beauty and personal care packaging shifts towards sustainability
- Table 1 - Overview of Packaging Recycling and Recovery in Argentina: 2022/2023 and Targets for 2024

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