
Industry Insight: Confectionery

Taking a closer look at packaging considerations within the confectionery industry.



The confectionery industry includes products such as fine chocolates, sugar-based sweets, baked goods, and even gum. Customers purchase confectionery goods for a variety of reasons, including as gifts, for special occasions, seasonal holidays, or personal indulgences. The industry is made up of large players like Hershey's, Mars and Ghirardelli's, as well as many smaller, boutique and artisanal confectionery businesses.

According to [Allied Market Research](#), the global confectionery market was valued at over \$180 billion in 2015 and it's projected to grow to over \$230 billion by 2022. The North American confectionery market is valued at over [\\$35 billion](#). In a growing market with many competitors, it is important to separate your business from the competition. Packaging can be a great way to gain an edge and encourage customers purchases of your products.

As a luxury item for many, packaging is an important branding decision and differentiator for your customers. It is important to remember that packaging is an extension of the product you are selling and your brand, so packaging should reflect and promote the quality of your product. Quality packaging can influence customer behavior at the point-of-sale, and also act as a promotional beacon for other prospective customers by being observed in the marketplace or shared through social media. Packaging can add perceived value for your customers and ultimately lead to increased sales.

There are many types of packaging required for confectionery products, including, but not limited to, food grade bags, folding boxes, rigid boxes, poly bags, and paper shopping bags. For your business, packaging can represent a substantial investment and needs to be considered carefully so that it can support your ultimate goal, which is to make sales.

There are many important questions to be asked when making packaging decisions for your confectionery products. Is your packaging not only functional for the product you're selling, but does it convey a message to potential customers? Does your packaging align with the value of your product and brand? Does your packaging stand out amongst your competitors? Will your packaging help add to the overall customer experience when your confectionery products are consumed? Does your packaging help encourage repeat purchases, brand loyalty, and ultimately create brand advocates?

Classic PKG Direct is happy to help with any of your confectionery packaging needs or challenges, from large, national or global confectionery brands, to smaller artisanal chocolate retailers. Packaging is an essential way to stand out amongst competitors and promote your confectionery products and brand.

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