

## **Sweet Spreads Packaging in Hong Kong, China**

Market Direction | 2022-06-28 | 9 pages | Euromonitor

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### **Report description:**

COVID-19 drove an acceleration in demand for sweet spreads packaging during 2020. Increased consumption of sweet spreads was mainly driven by the fact that consumers spent more time at home during the year and ate more there. Sweet spreads on bread is popular as a quick snack among local consumers. However, as restrictions were eased and a semblance of normalisation returned to society in Hong Kong, all but honey went into decline in 2021.

Euromonitor International's Sweet Spreads Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sweet Spreads Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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SWEET SPREADS PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Packaging unit volumes slip into decline in sweet spreads in 2021 after the year-earlier spike in demand

Rigid plastic taking share from glass in sweet spreads packaging

Smaller pack sizes appeal to jam lovers seeking to limit their sugar consumption

Once limited to premium brands, plastic dispensing closures are increasingly the norm in honey

PROSPECTS AND OPPORTUNITIES

Growth in nut- and seed-based spreads will help drive usage of PET jars over the forecast period

Usage of glass jars will increase in jams and preserves

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