

Sweet Spreads Packaging in Malaysia

Market Direction | 2022-07-05 | 9 pages | Euromonitor

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Report description:

Unit volumes in sweet spreads packaging rose for the first time in well over a decade during 2020. COVID-19 led consumers to spend more time at home and eat more meals there. Some consumers purchased sweet spreads in bulk due to a fear of product shortages, but once it became clear that supply chains remained robust, purchasing patterns quickly normalised. Meanwhile, e-commerce emerged as a small, but significant, distribution channel for sweet spreads during 2020, with some manufacturers and on...

Euromonitor International's Sweet Spreads Packaging in Malaysia 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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Euromonitor International
December 2022

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SWEET SPREADS PACKAGING IN MALAYSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

After pandemic halts long-term decline for sweet spreads packaging in 2020, demand continues increasing in 2021

Particularly favoured by premium brands, glass jars remains the dominant pack type in honey

Hormel Foods launches Skippy peanut butter in plastic pouches with plastic screw closures

PROSPECTS AND OPPORTUNITIES

Heightened consumer interest in health and wellness will continue to weigh on demand for jams and preserves packaging

Growth in e-commerce likely to favour rigid plastic over glass

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