

Sweet Spreads Packaging in Mexico

Market Direction | 2022-07-04 | 8 pages | Euromonitor

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Report description:

The consumption of jams and preserves fell in 2021, as consumers returned to trying to avoid sugary foods and being more health conscious. A year earlier, in 2020, packaging unit volumes had spiked, given the fact that consumers were spending more time at home and therefore had more opportunities to eat these products in a home setting. This downturn in demand negatively impacted the packaging unit volumes of glass jars, the main pack type, used in jams and preserves in 2021, but also the smaller...

Euromonitor International's Sweet Spreads Packaging in Mexico 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 MEXICO

KEY DATA FINDINGS

2021 DEVELOPMENTS

After the 2020 spike in demand, sweet spreads packaging unit volumes see a slight decline in 2021

Despite their heaviness and fragility, consumers continue to prefer glass packaging in jams and preserves, as it is seen as better at preserving flavours

Perceived as a natural and healthy source of protein, peanut butter is driving increasing demand for nut- and seed-based spreads packaging

PROSPECTS AND OPPORTUNITIES

Honey and nut- and seed-based spreads packaging to lead growth in the forecast period

Shrinking average household size could boost demand for smaller pack types

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