

## **Sweet Spreads Packaging in Poland**

Market Direction | 2022-07-14 | 8 pages | Euromonitor

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### **Report description:**

The rate of growth in sweet spreads packaging strengthened during 2020, with a further slight improvement seen in its growth rate in 2021 as well. COVID-19 led to consumers spending more time at home and preparing and eating more meals there. In particular, more people had time to eat a proper breakfast - the meal occasion at which sweet spreads are most frequently consumed. Some consumers also responded to the pandemic by stocking up on these products due to fears of supply chain disruption.

Euromonitor International's Sweet Spreads Packaging in Poland 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  
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KEY DATA FINDINGS

2021 DEVELOPMENTS

More consumers eating breakfast at home boosts demand for sweet spreads packaging

Chocolate spreads packaging continues to grow in 2021

Demand for nut- and seed-based spreads packaging boosted by healthy image

PROSPECTS AND OPPORTUNITIES

Despite other pack types gaining ground, glass jars will remain the dominant packaging in sweet spreads

Demand for honey and nut- and seed-based spreads will be buoyed by their healthy characteristics

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