

Sweet Spreads Packaging in the Netherlands

Market Direction | 2022-07-08 | 10 pages | Euromonitor

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Report description:

Within sweet spreads packaging, all product categories saw a spike in demand in their packaging unit volumes in 2020, with sales boosted by consumers spending a lot more time at home than usual, which was then followed by a dip into negative growth in 2021. This saw, for example, the packaging unit volumes of glass jars used in honey, the dominant pack type used in this product area, rising in 2020, but then falling in 2021. As well as sweet spreads being generally used more at breakfast time an...

Euromonitor International's Sweet Spreads Packaging in Netherlands 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 THE NETHERLANDS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Packaging unit volumes fall slightly in 2021 after the spike in demand seen in 2020

Rigid plastic pack types continue gaining ground in sweet spreads

Health and wellness trend boosts sales of smaller packaging sizes

PROSPECTS AND OPPORTUNITIES

PET packaging to gain share in honey and nut- and seed-based spreads

To align with consumer demand, sweet spreads are seeing a rise in plastic-free options

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