

Sweet Spreads Packaging in Vietnam

Market Direction | 2022-09-15 | 9 pages | Euromonitor

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Report description:

Although the outbreak of the COVID-19 pandemic meant consumers in Vietnam remained in home seclusion for much of 2020, creating more opportunities for meals and snacks prepared and consumed at home during this year, sales of sweet spreads did not generally benefit that much from this, even though these products can offer consumers easy-to-prepare and tasty snack options. While there was continued growth for all areas of sweet spreads packaging in both 2020 and 2021, most categories were recordin...

Euromonitor International's Sweet Spreads Packaging in Vietnam 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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Table of Contents:

Sweet Spreads Packaging in Vietnam

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List Of Contents And Tables

SWEET SPREADS PACKAGING IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Honey bucks the overall category trend of slower growth in the pandemic

PET gains traction thanks to popularity of Nutella

Glass jars continues to benefit from positive perception as eco-friendly and premium pack type

PROSPECTS AND OPPORTUNITIES

Vietnamese consumers interest in Western eating habits should boost sweet spreads sales

Glass jars continues to lead, but PET jars also maintains an upward trajectory

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