

## **Sweet Spreads Packaging in Thailand**

Market Direction | 2022-08-18 | 9 pages | Euromonitor

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### **Report description:**

The consumption of honey is quite low in Thailand, with these products mainly used for mixing with drinks and as a dip with toast. Although the pandemic lockdown policy forced consumers to stay at home more, honey saw little demand for home cooking, due to the complicated nature of such recipes and the high sugar content of the product. Honey is rarely spread on bread, as Thai consumers prefer to use other kinds of spreads, such as jams and preserves, chocolate spreads, and butter for this purpose...

Euromonitor International's Sweet Spreads Packaging in Thailand 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:**

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SWEET SPREADS PACKAGING IN THAILAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Honey does not see the hoped-for boost to sales and packaging volumes

Rebound for jams and preserves drives growth for glass jars and thin wall plastic containers

PET jars maintains growth in chocolate spreads as consumers move away from thin wall plastic containers

PROSPECTS AND OPPORTUNITIES

Constant growth in packaging volumes across categories and pack types

Glass set to lose share of packaging volumes to rigid plastic

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