

Sweet Spreads Packaging in Turkey

Market Direction | 2022-09-05 | 10 pages | Euromonitor

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Report description:

Consumers in Turkey were increasing their consumption of honey in 2021, as it is well known for boosting immunity. Parents, in particular, increased their purchases of honey for their children to protect them from the virus. This was driving growth in the packaging unit volumes of "other packaging" used in honey, but also other pack types like glass jars.

Euromonitor International's Sweet Spreads Packaging in Turkey 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 TURKEY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for honey booms due to its immunity-boosting properties

Glass jars still leads but is losing share to lighter, less fragile packaging

Desire for portion control helps drive growth in smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Glass jars will remain popular, but will also continue to lose share

More sustainable options expected to come to the fore in plastic packaging

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