

## **Sweet Spreads Packaging in Brazil**

Market Direction | 2023-09-20 | 8 pages | Euromonitor

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### **Report description:**

The packaging of jams and preserves was recording the strongest growth in Brazil's sweet spreads market in 2022, helped by increasing interest in health and natural products among consumers. Jams and preserves are perceived as healthier options than some other sweet spreads due to their lower content of additives and preservatives. In addition, the diverse product offerings in jams and preserves, featuring a wide range of fruit flavours, have attracted a larger consumer base with varying tastes...

Euromonitor International's Sweet Spreads Packaging in Brazil 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 BRAZIL

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Jams and preserves packaging records the strongest growth in Brazil in 2022

Glass jars are the most popular pack type in sweet spreads packaging

The 64g pack is the most popular size among consumers due to its convenience and affordability

#### PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers are expected to lose share over the forecast period

Strong growth forecast for plastic pouches in nut- and seed-based spreads

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