

Sweet Spreads Packaging in Indonesia

Market Direction | 2023-09-29 | 8 pages | Euromonitor

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Report description:

Demand for honey is being supported by the rising health awareness trend in the country, which was bolstered by the onset of the pandemic. Many Indonesian consumers have developed the habit of consuming honey on a daily basis in the hope of strengthening the functioning of their immune systems. Honey's adaptability to various culinary and dietary trends, including its use as a natural sweetener in specialised diets, has also bolstered its appeal. Cultural and traditional significance, coupled wi...

Euromonitor International's Sweet Spreads Packaging in Indonesia 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 INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Honey continues to benefit from its health positioning

Glass jars the leading pack type in 2022 due to their visual appeal

Plastic pouches seeing growth in sweet spreads

PROSPECTS AND OPPORTUNITIES

Glass bottles to gain share due to growing on-the-go consumption

The 650g pack size is expected to see strong growth due to offering practicality and value for money

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