

Sweet Spreads Packaging in Japan

Market Direction | 2023-10-12 | 7 pages | Euromonitor

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Report description:

Following a marginal upturn in retail volume sales of jams and preserves for several years during the pandemic due to home seclusion, demand started to stabilise in 2022 due to greater mobility outside of the home and fewer breakfast or snacking occasions.

Euromonitor International's Sweet Spreads Packaging in Japan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SWEET SPREADS PACKAGING IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars remains popular pack type for jams and preserves

Popularity of chocolate spreads as an indulgent snack benefits thin wall plastic containers as a pack type

Squeezable plastic tubes losing ground to other packaging types for honey

PROSPECTS AND OPPORTUNITIES

Small pack sizes of nut and seed based spreads to remain popular in the future

Board tubs will continue to lose favour as packaging format for sweet spreads

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