

## **Sweet Spreads Packaging in Mexico**

Market Direction | 2023-10-12 | 8 pages | Euromonitor

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### **Report description:**

Sweet spreads packaging volumes witnessed an increase in 2022 over the previous year, when volume sales declined. The pandemic initially drove up demand for sweet spreads and associated packaging in 2020 due to home seclusion, as it gave rise to increasing snacking occasions and sweet spreads represented a convenient and comforting snack. However, in 2021, as the category normalised and consumers began to question their sugar intake in line with rising health consciousness, volume sales fell. In...

Euromonitor International's Sweet Spreads Packaging in Mexico 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sweet spreads packaging returns to growth in 2022 due to convenience factor

Dynamic growth for PET bottles as honey packaging due to squeezable nature

Mexicans prefer glass packaging for jams and preserves, due to positive perception of flavour preservation

PROSPECTS AND OPPORTUNITIES

Small pack sizes will gain ground over the forecast period

Rigid plastic to gain share in jams and preserves

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