

Sweet Spreads Packaging in Poland

Market Direction | 2023-10-25 | 8 pages | Euromonitor

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Report description:

Glass jars is the dominant pack type in jams and preserves, which remains the main sweet spreads category - but thin wall plastic containers are growing in popularity as a cheaper alternative, with this latter pack type again recording double-digit percentage growth in 2022. Rigid plastic has the advantages of being lighter and more robust than glass. Nonetheless, glass jars are favoured by brands because they are transparent, allowing customers to inspect the contents before purchasing to ensur...

Euromonitor International's Sweet Spreads Packaging in Poland 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 POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars dominate jams and preserves packaging, but thin wall plastic containers gaining share

Sustained popularity of honey benefits glass jars, PET bottles and other plastic bottles

Nut- and seed-based spreads and chocolate spreads most dynamic in sweet spreads packaging

PROSPECTS AND OPPORTUNITIES

Despite rigid plastic pack types gaining ground, glass jars will remain the dominant packaging in sweet spreads

Glass jars to become the main pack type in nut- and seed-based spread packaging

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