

Sweet Spreads Packaging in Saudi Arabia

Market Direction | 2023-10-20 | 8 pages | Euromonitor

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Report description:

Glass jars remained the dominant pack type in sweet spreads packaging in 2022. Glass provides excellent protection from the effects of the outside environment, including sunlight, ensuring the product remains unaffected and prolonging its shelf life. In addition, since glass is transparent, it allows consumers to inspect the contents of the package, which is particularly relevant for categories such as honey and jams and preserves, where freshness is of utmost importance.

Euromonitor International's Sweet Spreads Packaging in Saudi Arabia 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 SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars dominate sweet spreads packaging but PET bottles gain share

Small and mid-sized packs are most popular in sweet spreads in line with moderation and health concerns

Squeezable tubes emerge in sweet spreads in Saudi Arabia

PROSPECTS AND OPPORTUNITIES

Busy lifestyles to drive up demand for convenient breakfast options, positively impacting sweet spreads packaging

PET bottles to increasingly gain share in honey packaging

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