

Sweet Spreads Packaging in South Africa

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

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Report description:

Nut and seed based spreads remained the largest category in sweet spreads packaging in retail unit volumes in 2022, recording positive growth in line with demand for these popular products in South Africa. These products are generally perceived as being both natural and healthy by local consumers, with health awareness rising, particularly since the pandemic, and parents looking for healthier snacks such as peanut butter for their children. This supported further demand for the dominant pack type...

Euromonitor International's Sweet Spreads Packaging in South Africa 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 SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars mainly preferred for chocolate spreads whilst gaining share in nut and seed based spreads packaging

PET jars and glass jars remain popular pack types for honey

Consumers prefer 450g pack size in jams and preserves due to convenience factor

PROSPECTS AND OPPORTUNITIES

Use of glass packaging set to increase as it offers significant protection

Brands likely to focus on lightweight pack types for nut and seed based spreads

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